



US008489127B2

(12) **United States Patent**
Huang et al.

(10) **Patent No.:** **US 8,489,127 B2**
(45) **Date of Patent:** **Jul. 16, 2013**

(54) **CONTEXT-BASED REVERSE GEOCODING**

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(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 557 days.

(21) Appl. No.: **12/764,057**

(22) Filed: **Apr. 20, 2010**

(65) **Prior Publication Data**

US 2011/0256881 A1 Oct. 20, 2011

(51) **Int. Cl.**
H04W 24/00 (2009.01)

(52) **U.S. Cl.**
USPC **455/457**; 455/456.1; 455/456.3;
455/456.4; 455/456.6

(58) **Field of Classification Search**
USPC 455/456.1, 456.2, 456.3, 456.4, 456.5,
455/456.6; 701/494, 495, 300
See application file for complete search history.

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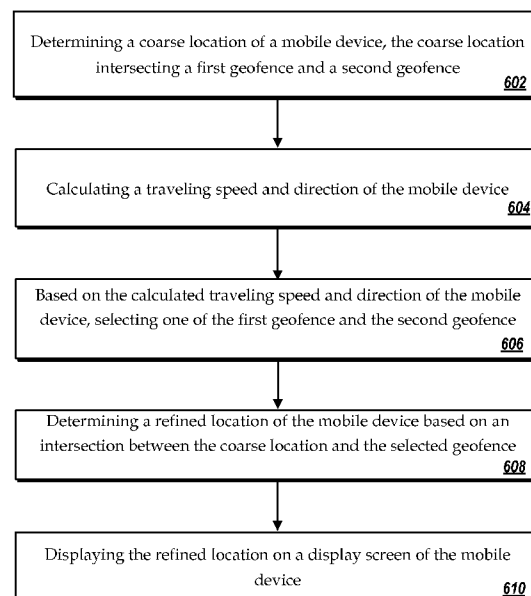
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(57) **ABSTRACT**

In general, in one aspect, a mobile device can perform reverse geocoding based on context, in addition to latitude and longitude coordinates. The reverse geocoding can be used to determine in which geofence among multiple geofences the mobile device is located. Thus, the mobile device can be associated with a street address, a postal code, a named land feature, or a commercial, cultural, or political entity associated with the geofence. The context can include a pattern of movement, as well as an accuracy of the latitude and longitude coordinates. Information in the context can be compared to selection criteria of the geofence. A geofence having selection criteria that match the context the best can be selected.

8 Claims, 13 Drawing Sheets

600 ↘



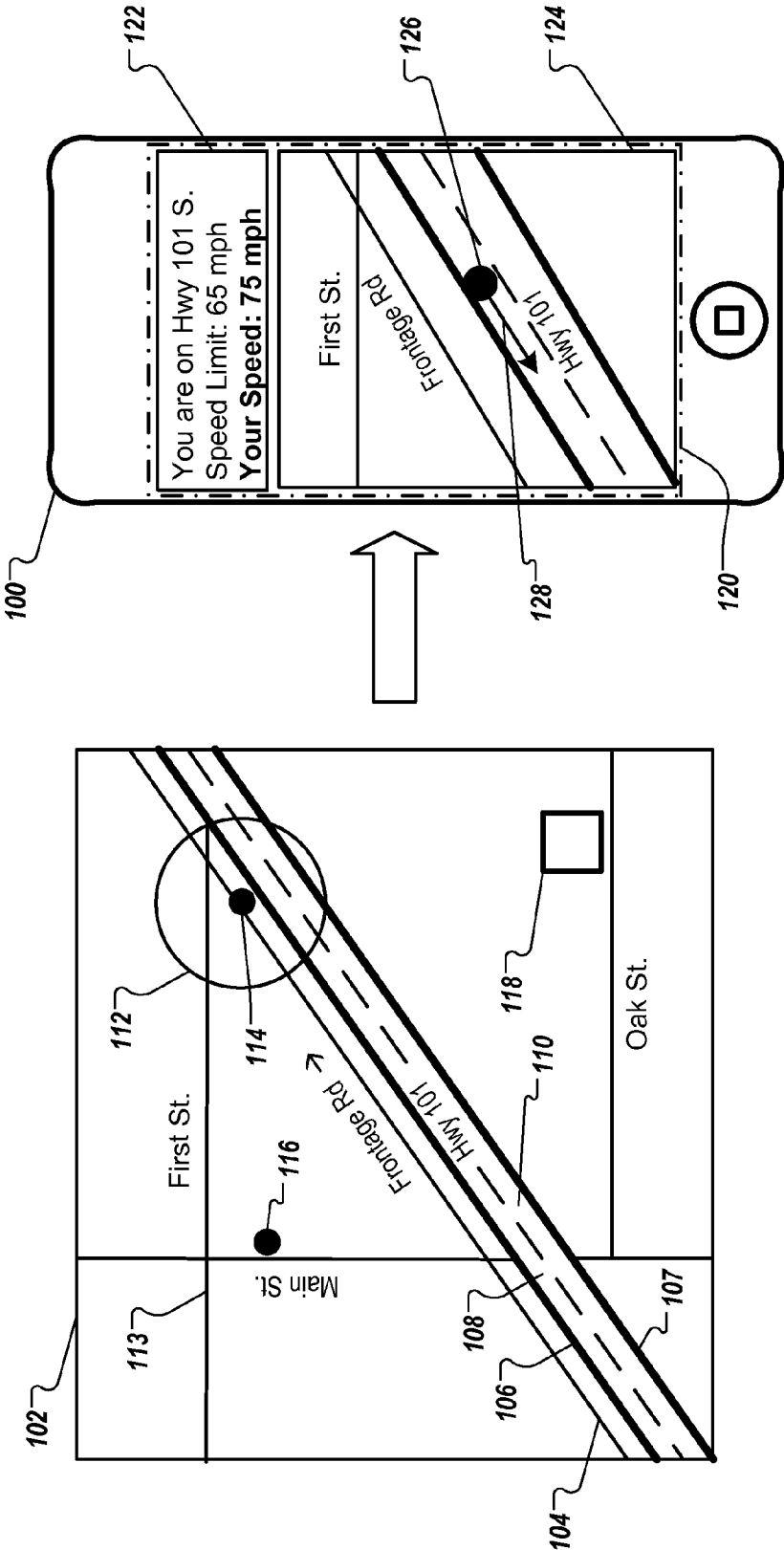


FIG. 1

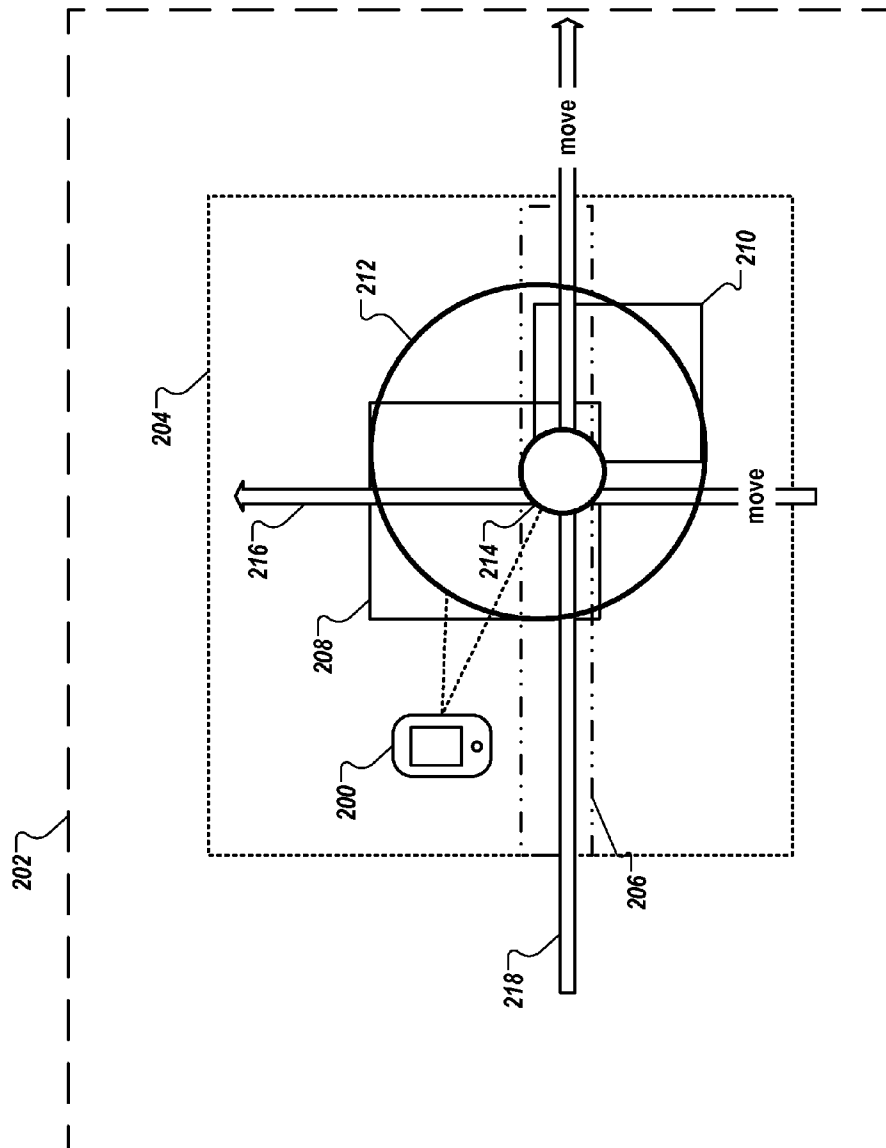


FIG. 2

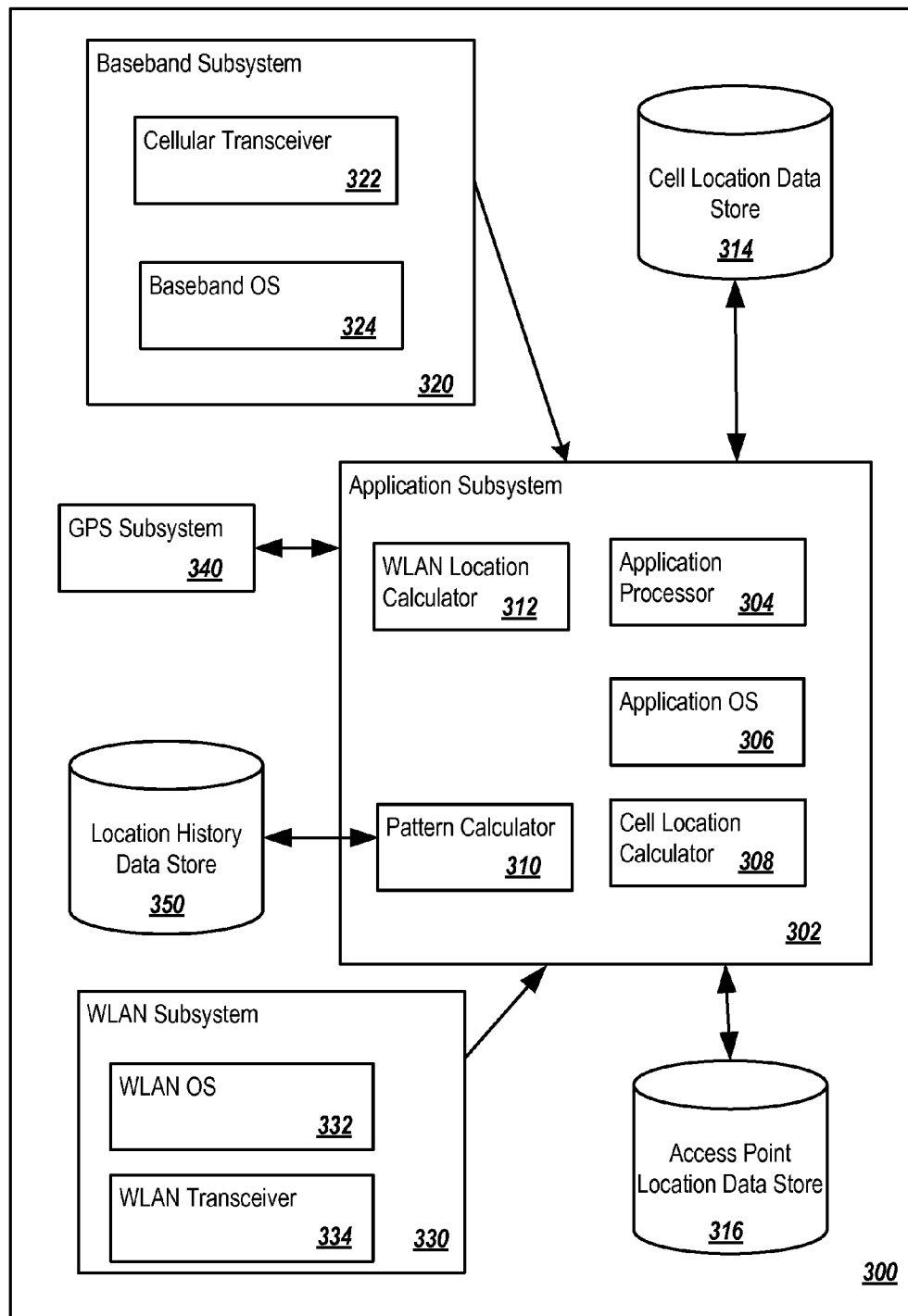


FIG. 3A

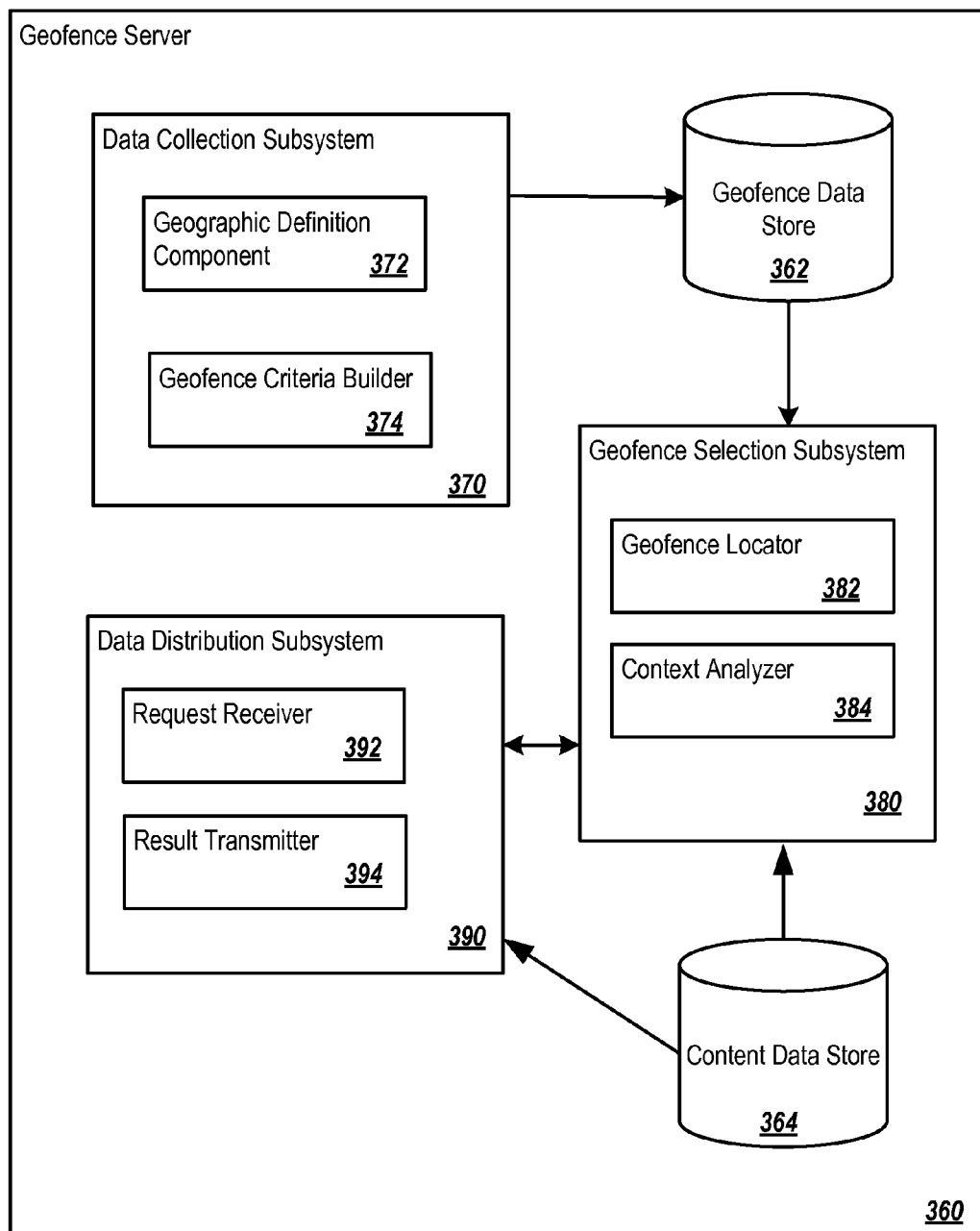


FIG. 3B

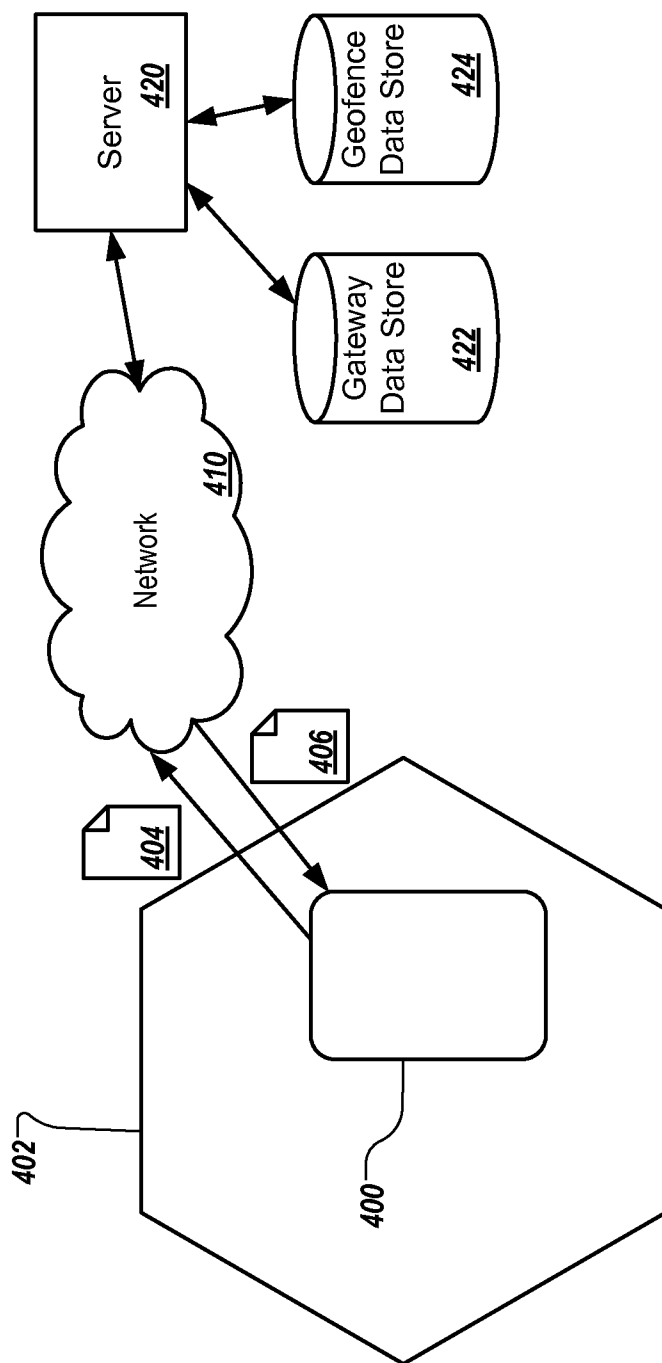


FIG. 4

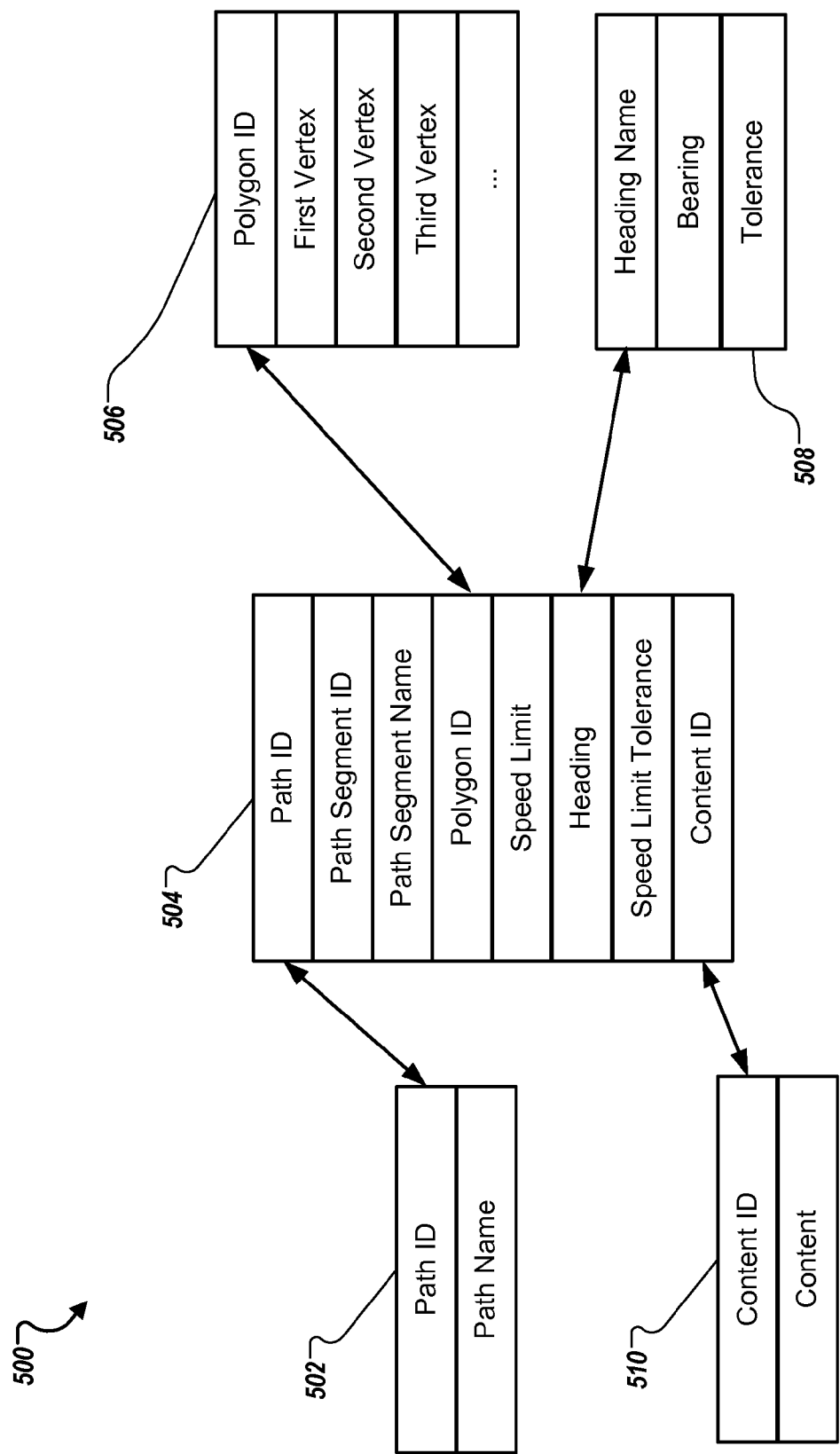


FIG. 5A

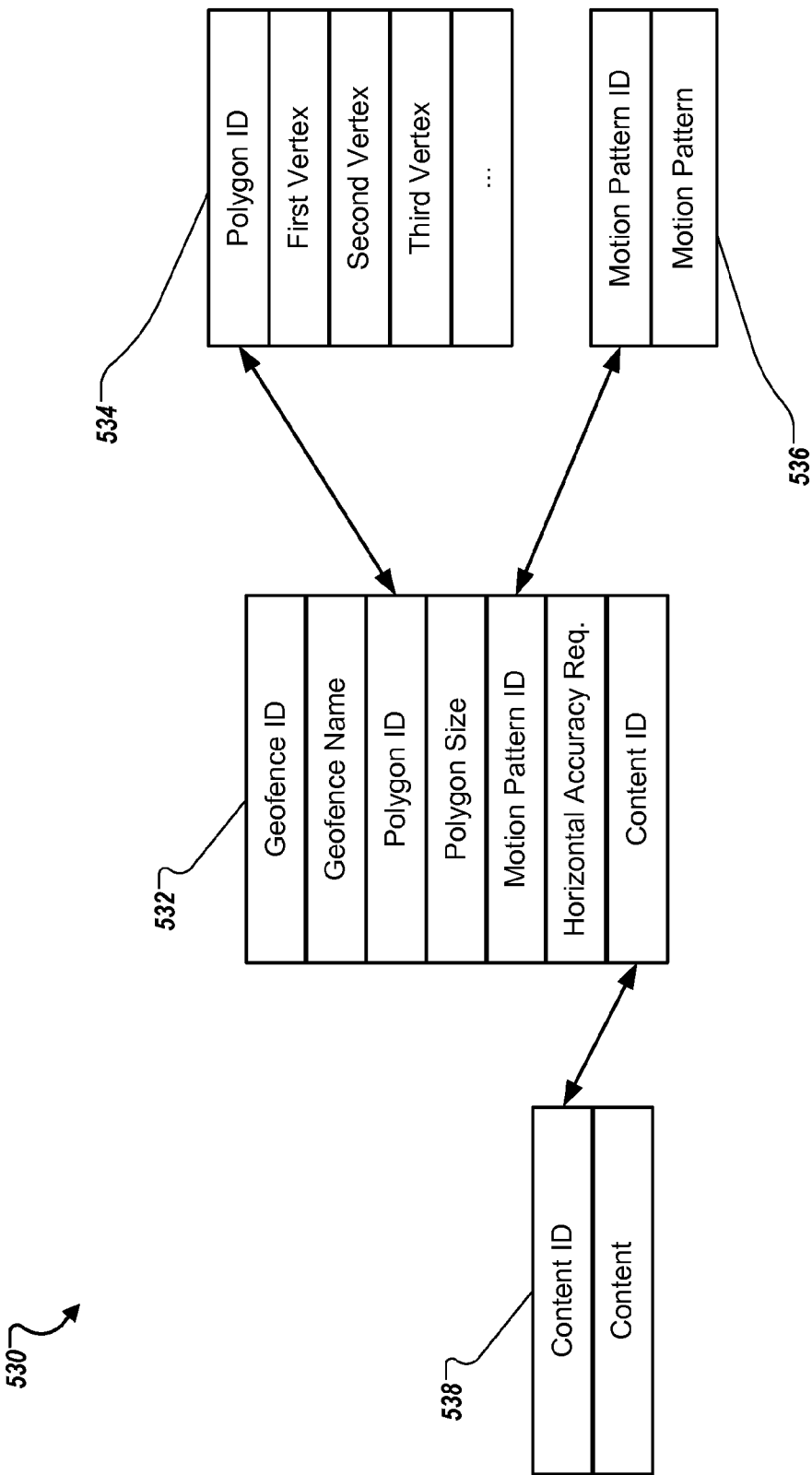


FIG. 5B

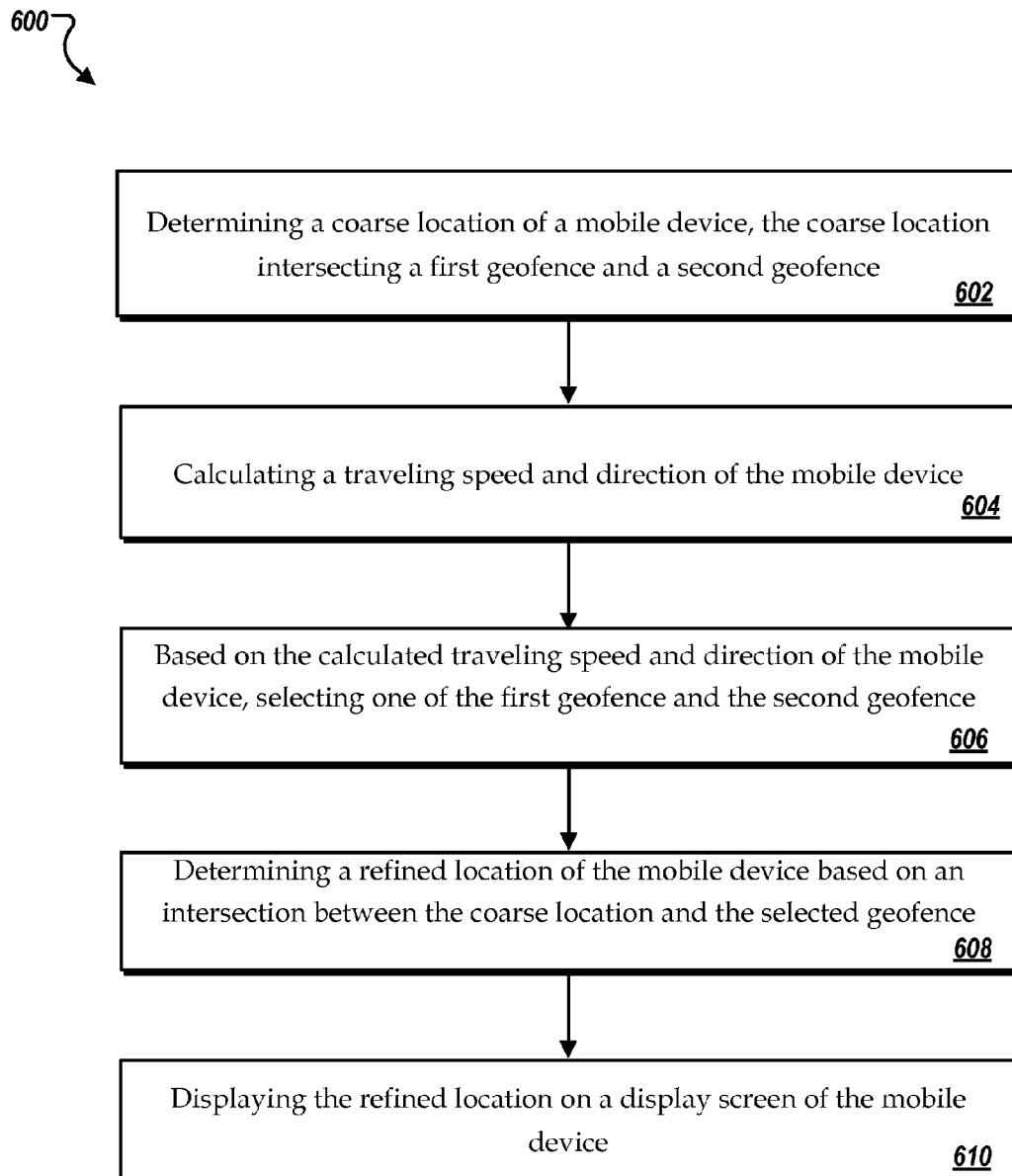


FIG. 6A

620

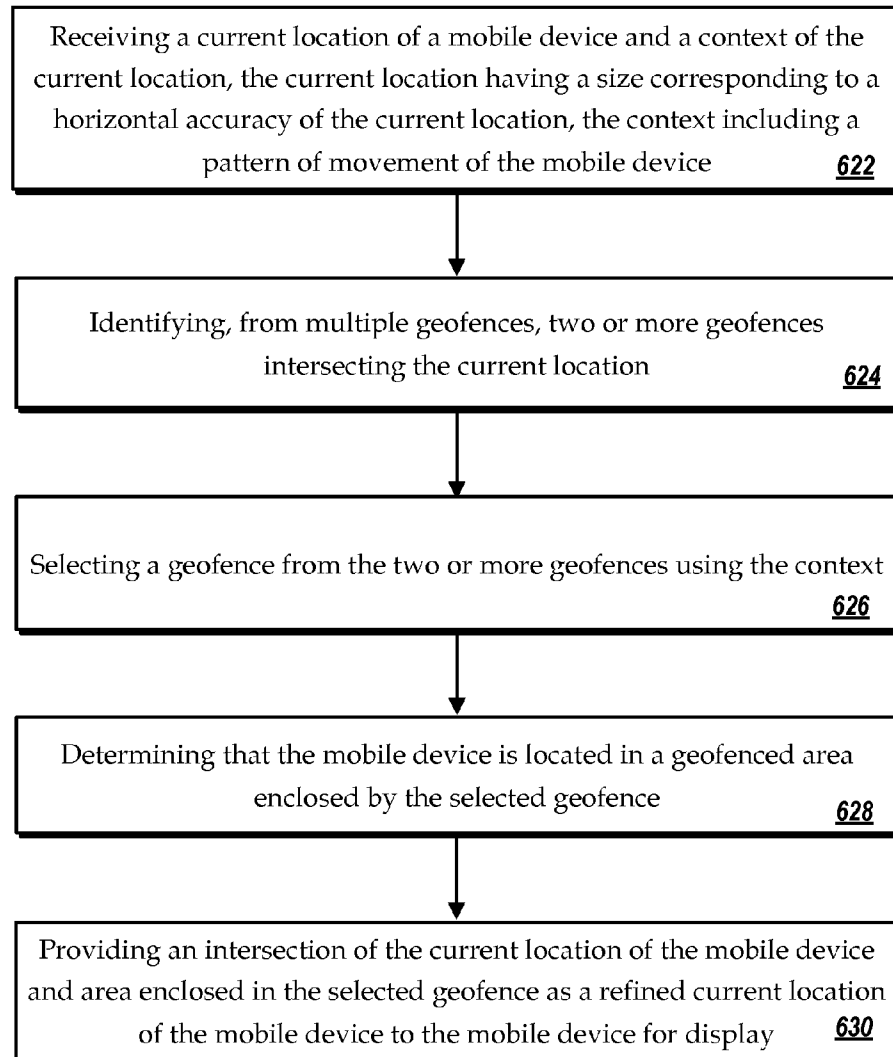


FIG. 6B

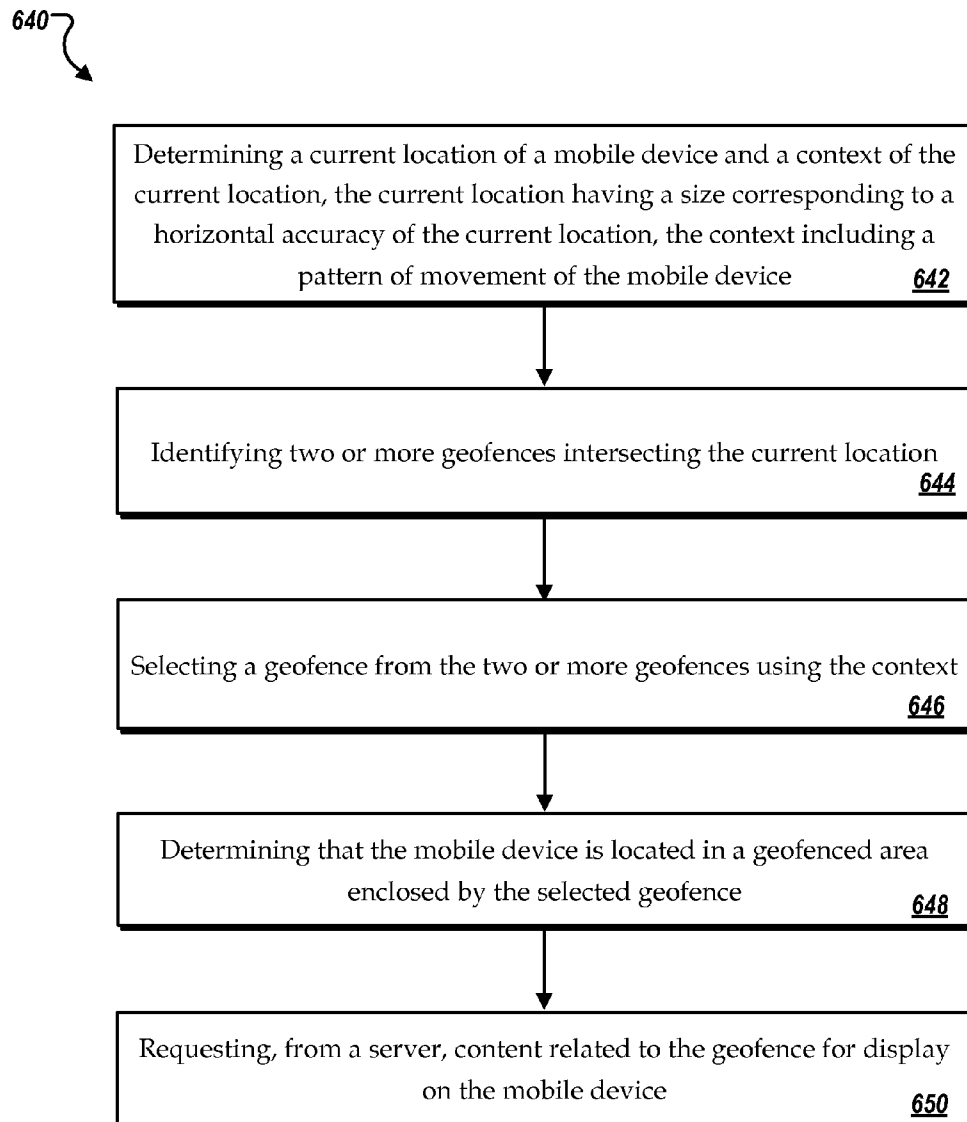


FIG. 6C

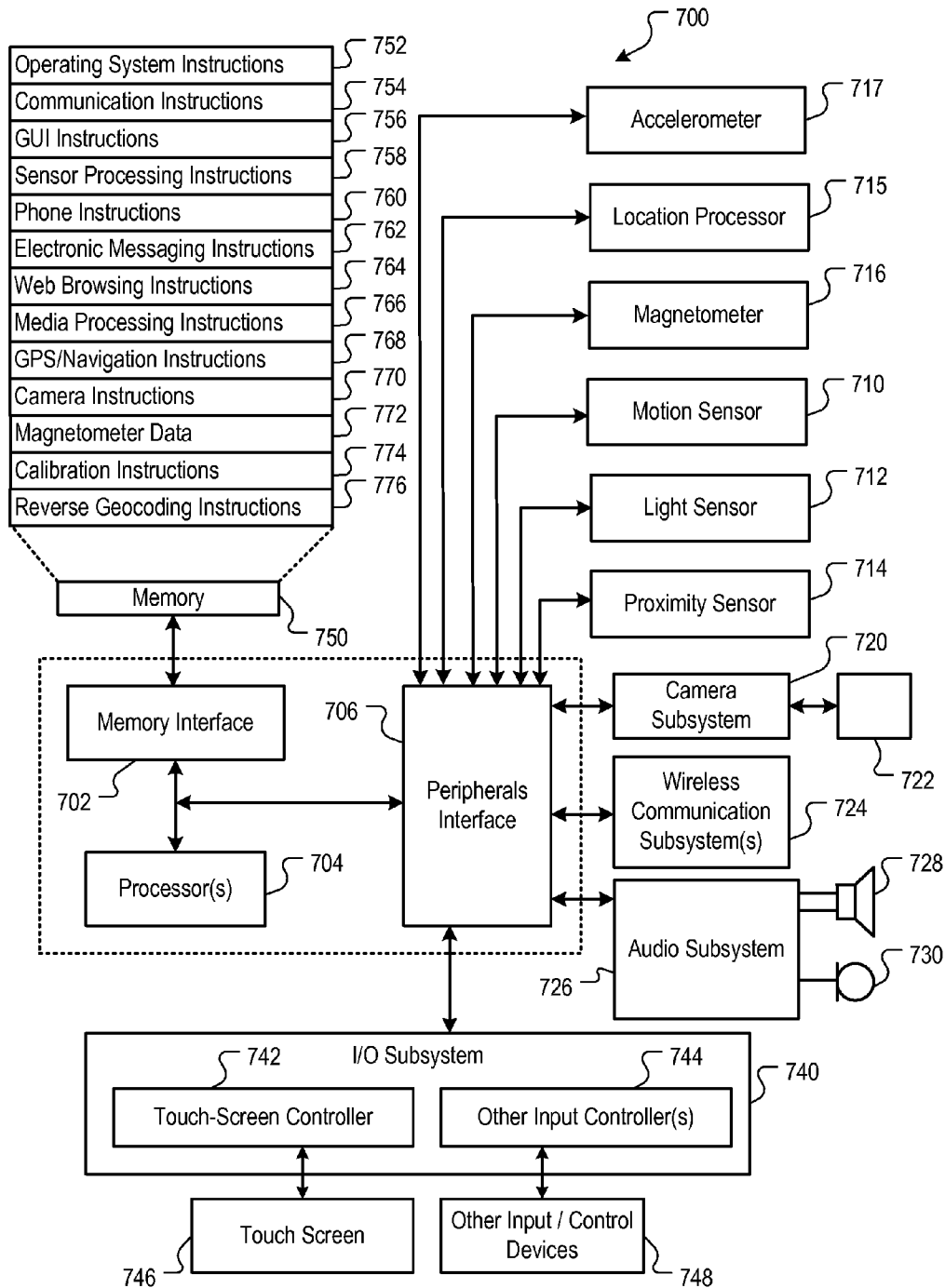


FIG. 7

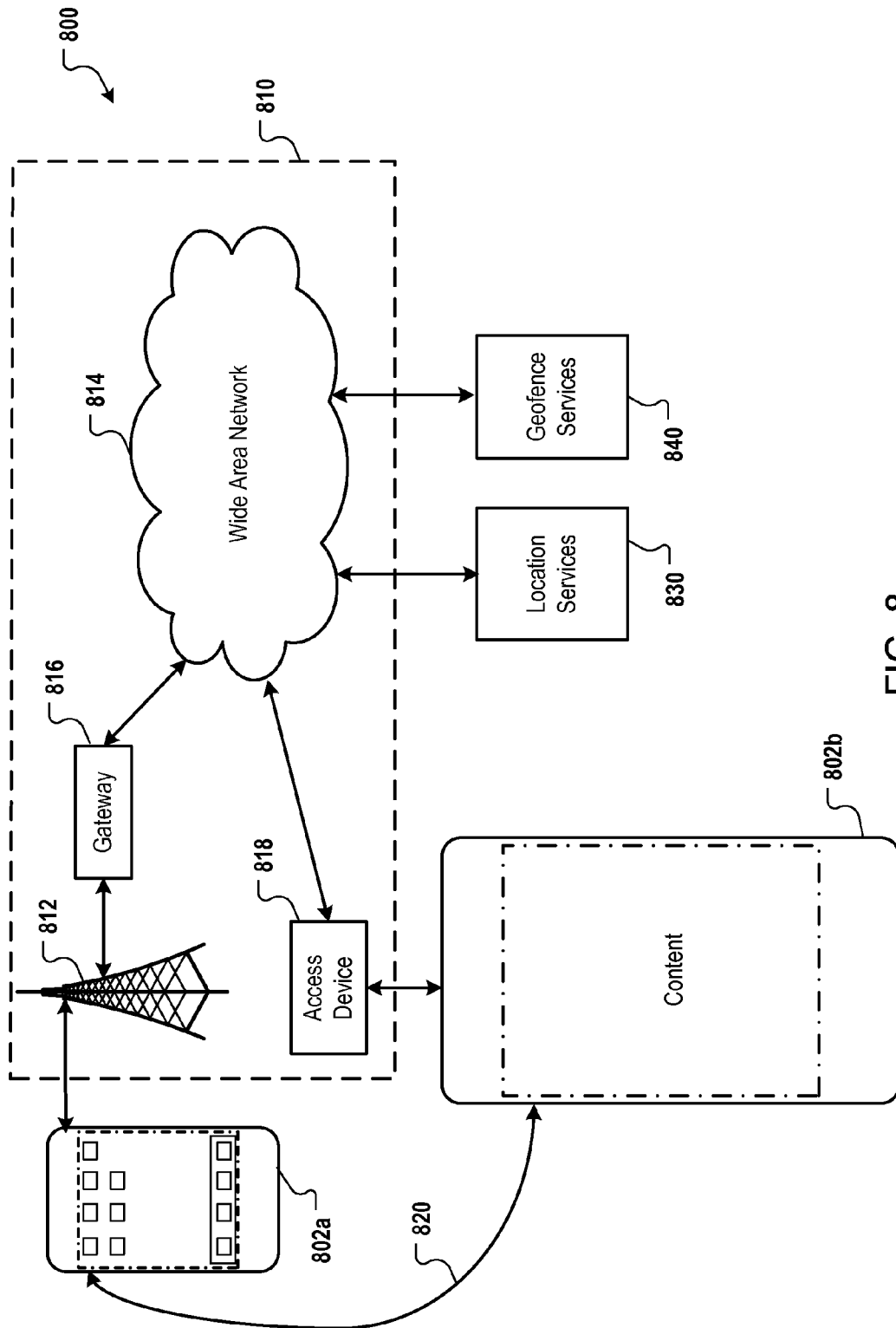


FIG. 8

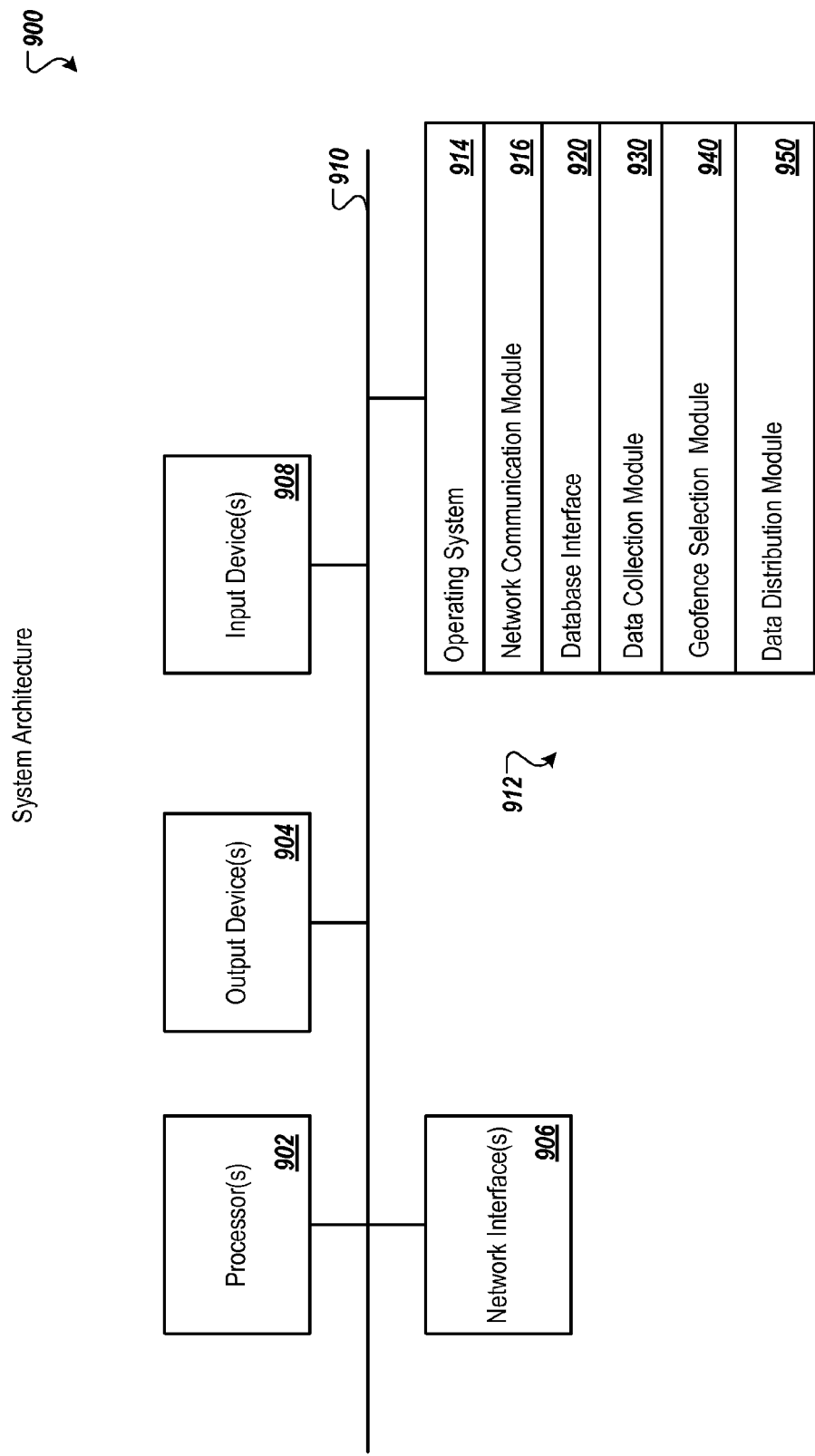


FIG. 9

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CONTEXT-BASED REVERSE GEOCODING**TECHNICAL FIELD**

This disclosure relates generally to location-based processing on a mobile device.

BACKGROUND

Geocoding is a process of finding geographic coordinates (often expressed as latitude and longitude) that can be associated with other geographic data, such as a street address, a postal code, or a named land feature. Reverse geocoding can include finding geographic data, e.g., a street address, a postal code, or a named land feature to be associated with given geographic coordinates.

A mobile device, such as a smart phone, can include various hardware and software for determining current geographic coordinates of the mobile device, which can be used to identify geographic data (e.g., street address) of the mobile device through reverse geocoding. The current geographic coordinates determined by the mobile device can have various levels of accuracy. For example, a mobile device can include a receiver and software for determining a location using a global positioning system (e.g., a GPS system). GPS accuracy can be affected by a number of factors, including satellite positions, noise in a GPS signal, atmospheric conditions, and natural barriers between a GPS signal source and the mobile device. Noise can create an error between 1 to 10 meters. Objects such as mountains or buildings between a GPS satellite and the mobile device can also produce errors, sometimes up to 30 meters. The most accurate determination of position occurs when the satellite and receiver have a clear view of each other and no other objects interfere. However, a clear view is not always possible, for example, when the mobile device is located in a downtown area of a city where numerous high-rise buildings are present. In addition to GPS, the mobile device can use other technologies to determine the geographic coordinates, for example, by triangulating signals from wireless communications gateways, such as cellular signals from various cell towers of a cellular communications network. Like the GPS system, triangulating cellular signals or WiFi™ signals can produce the geographic coordinates with varied accuracy.

SUMMARY

Methods, program products, and systems of context-based reverse geocoding are disclosed. In general, in one aspect, a mobile device can perform reverse geocoding based on context, in addition to latitude and longitude coordinates. The reverse geocoding can be used to determine in which geofence among multiple geofences the mobile device is located. Thus, the mobile device can be associated with a street address, a postal code, a named land feature, or a commercial, cultural, or political entity associated with the geofence. The context can include a pattern of movement (e.g., speed, direction, and consistency), as well as a horizontal accuracy of the latitude and longitude coordinates. Information in the context can be compared to selection criteria of the geofence. A geofence having selection criteria that match the pattern of movement or the horizontal accuracy the best can be selected. An area enclosed by selected geofence can be designated as a geofenced area in which the mobile device is located. The geofenced area can be a virtual area corresponding to a physical geographic area.

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In one aspect, one or more server computers can receive a current location of a mobile device and a context of the current location. The current location can include latitude and longitude coordinates. The current location can have a size corresponding to a horizontal accuracy of the latitude and longitude coordinates. The context can include a pattern of movement of the mobile device. The server computers can identify, from multiple geofences, two or more geofences intersecting the current location. The server computers can select a geofence from the two or more geofences using the context, and determine that the mobile device is located inside the selected geofence.

In one aspect, a mobile device can determine a current location of the mobile device and a context of the current location, the current location having latitude and longitude coordinates and a size corresponding to a horizontal accuracy of the current location. The context can include a pattern of movement of the mobile device. The mobile device can identify two or more geofences intersecting the current location. The mobile device can select a geofence from the two or more geofences using the context, and determining that the mobile device is located inside the selected geofence.

The details of one or more implementations of techniques of context-based reverse geocoding are set forth in the accompanying drawings and the description below. Other features, aspects, and advantages of context-based reverse geocoding will become apparent from the description, the drawings, and the claims.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 illustrates exemplary techniques of selecting a geofence using reverse geocoding based on traveling speed of a mobile device.

FIG. 2 illustrates exemplary techniques of selecting one or more geofences using reverse geocoding based on pattern of movement of a mobile device.

FIG. 3A is a block diagram illustrating subsystems of an exemplary mobile device implementing techniques of context-based reverse geocoding.

FIG. 3B is a block diagram illustrating subsystems of an exemplary server implementing techniques of context-based reverse geocoding.

FIG. 4 illustrates an exemplary interaction between a mobile device and a server.

FIGS. 5A and 5B illustrate exemplary data structures used in context-based reverse geocoding.

FIGS. 6A-6C are flowcharts illustrating exemplary processes of context-based reverse geocoding.

FIG. 7 is a block diagram illustrating an exemplary device architecture of a mobile device implementing the features and operations of context-based reverse geocoding.

FIG. 8 is a block diagram of an exemplary network operating environment for the mobile devices implementing features and operations of context-based reverse geocoding.

FIG. 9 is a block diagram of an exemplary system architecture for implementing the features and operations of selective location determination on a server.

Like reference symbols in the various drawings indicate like elements.

DETAILED DESCRIPTION**Overview of Context-Based Reverse Geocoding**

FIG. 1 illustrates exemplary techniques of selecting a geofence using reverse geocoding based on traveling speed of

mobile device **100**. Mobile device **100** can be an exemplary mobile device configured to implement the features and operations of context-based reverse geocoding.

Mobile device **100** can travel in a geographic region **102**. Geographic region **102** can include various geographic features. The geographic features can include points (e.g., bus stop **116**), lines (e.g., "First Street" **113** or "Main Street"), and areas (e.g., city hall **118**). Each of the geographic features can be associated with a geofence, or a virtual perimeter surrounding the geographic feature. The geographic feature can include a street, a street address, a postal code, a named land feature, a social, commercial, cultural, historical, or political entity, a venue, or a combination of any two or more of the above. The virtual perimeter can be defined using latitude and longitude coordinates of one or more points (e.g., a series of vertices). The series of vertices can form a closed polygon that encloses the geographic feature. Data describing the geographic feature, data related to the geographic feature, and the geofence associated with the geographic feature can be stored on a storage device. A geofence can be defined by a user, for example, as a part of a geographic centric social network. Alternatively, a geofence can be determined automatically. For example, a server can receive geographic coordinates of a Topologically Integrated Geographic Encoding and Referencing (TIGER®) system, and use the geographic coordinates associated with various geographic features or place-marks to define geofences for the placemarks. The server can generate thematic data, or data describing the various place-marks, for example, by applying statistical analysis to locations of multiple location-aware mobile devices. To create a geofence around a point, the point can be treated as a circular area having a radius corresponding to a specified horizontal accuracy. The horizontal accuracy can correspond to a precision of a commercially available GPS system (e.g., 10 meters). To create a geofence around a line, the line can be

treated as a rectangular area having a width corresponding to the horizontal accuracy.

When mobile device is located at or near a particular geographic feature, mobile device **100** can display on a display screen a web page about the geographic feature, or other data related to the geographic feature (e.g., a speed limit on a section of Highway 101). In some implementations, mobile device **100** can be a location-aware mobile device, which is a mobile device that can determine a current location that includes latitude and longitude coordinates of mobile device **100** using various techniques. Mobile device **100** can determine whether mobile device **100** is located at or near a geographic feature by comparing the current location of the mobile device with the polygon of the geofence surrounding the geographic feature. The comparison can occur on mobile device **100** or on a server that serves mobile device **100**.

The current location of mobile device **100**, as determined by mobile device **100**, can have a horizontal accuracy. The horizontal accuracy can be a factor for determining in which one of multiple geofences is mobile device **100** currently located using conventional location determination methods. For example, in geographic region **102**, Frontage Road **104** can be located in close proximity to Highway 101 (represented as the area between bold line **106** and bold line **107**). In some geographic regions, Frontage Road **104** can be located directly under Highway 101 (e.g., under a raised section Highway 101). Mobile device **100** can determine that mobile device **100** is located at point **114** as defined using latitude and longitude coordinates. Point **114** can be associated with a horizontal accuracy. The horizontal accuracy can indicate that, with a specified certainty (e.g., 95 percent), mobile device **100** is located within circle **112**. Circle **112** can be

centered at point **114**, and have a radius corresponding to the horizontal accuracy (e.g., 100 meters). Because of the error margin, it is possible that mobile device **100** is located in an area enclosed by any one of multiple possible geofences, e.g., a geofenced area corresponding to either Frontage Road **104**, Highway 101 South (labeled **108** in FIG. 1), Highway 101 North (labeled **110** in FIG. 1), or First Street **113**.

To determine in which geofenced area mobile device **100** is located, mobile device **100**, or a server serving mobile device **100**, can analyze a pattern of movement of mobile device **100** and selection criteria of the possible geofences. Each geofence can be associated with one or more selection criteria that correspond to various patterns of movements. For example, Frontage Road **104** can be a one-way road (represented by an arrow in FIG. 1) on which a mobile device can travel up to 25 miles per hour (mph), bearing 45 degrees (northeast). Frontage Road **104** can be associated with selection criteria that include the speed and the bearing. If mobile device **100** that is otherwise possibly located in an area enclosed by the geofence of Frontage Road **104** is traveling at a speed of 65 mph, bearing 225 degrees (southwest), there is a high probability that mobile device **100** is not traveling on Frontage Road **104** and is not located in an area enclosed by the of Frontage Road **104**. By comparison, Highway 101 can have a speed limit of 65 mph. Highway 101 can correspond to two geofences: Highway 101 North (labeled **110** in FIG. 1), on which a mobile device can travel at a speed of 65 mph (plus or minus a tolerance), bearing 45 degrees, and Highway 101 South (labeled **108** in FIG. 1), on which a mobile device can travel 65 mph (plus or minus a tolerance), bearing 225 degrees.

Mobile device **100** can determine a travel speed of mobile device **100** using various means. For example, if mobile device **100** is GPS-enabled, mobile device **100** can determine a travel speed using the GPS signal. If mobile device **100** can determine a current location using triangulation of wireless access gateways, mobile device **100** can maintain a travel history data store, in which multiple locations and timestamps of the locations can be stored. Using the locations and timestamps stored in the travel history data store, mobile device **100** can calculate a distance traveled, a travel speed, and a direction of travel. For example, mobile device **100** can determine that mobile device **100** has been traveling at a speed of 75 mph, bearing 225 degrees. The traveling speed can be within a tolerance (e.g., between 45 mph and 150 mph) of speed of travel that corresponds to Highway 101 South and Highway 101 North. The direction can match the bearing of Highway 101 South. The traveling speed and direction can be a context, based on which mobile device **100** can identify a geofence corresponding to Highway 101 South.

Mobile device **100** can display information related to the identified geofence on a display device. For example, mobile device **100** can include multi-touch sensitive display screen **120**. An application program, stored locally on mobile device **100** or remotely on a server serving mobile device **100**, can be associated with an event of mobile device **100** crossing a geofence. Mobile device **100** can cross a geofence when mobile device **100** enters or exits a geofenced area enclosed by the geofence. For example, the application program can be invoked when mobile device **100** enters an area enclosed by the geofence of Highway 101 South. The application program can be terminated or suspended when mobile device exits the area enclosed by the geofence.

The application program can display a user interface that includes content display section **122** and map display section **124** on display screen **120**. Content display section **122** can display content that relates to the identified geofence (e.g.,

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geofence of Highway 101 South). For example, content display section 122 can display a name (e.g., “Hwy 101 S.” or “Bay Shore Freeway”) of the current section of Highway 101 South, a speed limit (65 mph) that applies to the current section of Highway 101 South, and a current traveling speed of mobile device 100 (e.g., 75 mph) on Highway 101 South. Map display section 124 can display a map of a vicinity of the current location, for example, a map of a section of geographic area 102 that includes First Street, Frontage Road 104, and Highway 101. Refined location 126 of mobile device 101 can be overlaid on map display section 124. In the example shown, mobile device 100 has determined that mobile device 100 is located in a geofence that corresponds to Highway 101 South. Accordingly, mobile device 100 can display refined location 126 in a polygon that corresponds to Highway 101 South on map display section 124.

In some implementations, refined location 126 can be displayed in association with arrow 128, which can indicate a direction in which mobile device 100 is traveling. Refined location 126 and arrow 128, as displayed on display screen 120, can be configured to receive a user input (e.g., a touch or a gesture). Upon receiving the user input, mobile device 100 can display content of geofences that, according to the current speed and traveling direction, mobile device 100 will enter within a threshold amount of time (e.g., five minutes).

FIG. 2 illustrates exemplary techniques of selecting one or more geofences using reverse geocoding based on pattern of movement of mobile device 200. Mobile device 200 can be a mobile device such as mobile device 100 of FIG. 1.

At any given time, mobile device 200 can be located in multiple geofenced areas. Geofences can intersect one another. When two geofences intersect, the geofenced areas enclosed by the two geofences can overlap. For example, mobile device 200 can be located in areas enclosed by geofence 202, which corresponds to geographic feature “San Francisco,” geofence 204, which corresponds to geographic feature “Financial District” of San Francisco, geofence 206, which corresponds to street “Bush Street” in the Financial District, geofence 208, which corresponds to “Sam’s Grill and Seafood” restaurant located in a low-rise building at address 374 Bush Street, and geofence 210, which corresponds to “Singapore Airlines” located in a high-rise building at address 333 Bush Street. Sizes of the geofences drawn in FIG. 2 are for illustrative purposes and not drawn to scale. Geofences 208 and 210 can be created by users and need not strictly correspond to the physical addresses. Accordingly, although “Sam’s Grill and Seafood” and “Singapore Airlines” are not located at the same street address, areas enclosed by geofences 208 and 210 corresponding to the two businesses can overlap.

Mobile device 200 can be located in a geofenced area if mobile device 200 is physically located in a geographic area enclosed by the geofence. In addition, mobile device 200 can be located a geofenced area if mobile device 200 satisfies certain selection criteria associated with the geofence enclosing the area. It is possible that mobile device 200 is physically located in a geographic area enclosed by the geofence but is not located in the geofenced area (e.g., denied entry into the geofence) due to failure to satisfy the selection criteria. Likewise, it is possible that mobile device 200, although not physically located in a geographic area enclosed by the geofence, is considered to be located in the geofenced area if certain conditions are satisfied. For example, mobile device 200 can be located in a geofenced area if, based on a current traveling speed and direction, mobile device 200 will physically cross the geofence enclosing the geofenced area within a specified threshold amount of time. The geofenced area can

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correspond to the geographic feature (e.g., a commercial entity) enclosed in the geofence. Neither the geofenced area nor the actual geographic area enclosed by the geofence need to match the geographic feature exactly. For example, a geographic area of a commercial entity (e.g., a restaurant) enclosed by a geofence of the commercial entity can be larger than the geographic area occupied by the commercial entity.

Based on current latitude and longitude coordinates, mobile device 200 can determine that mobile device is located a geofenced area enclosed by any of the geofences 202, 204, 206, 208, and 210. When mobile device 200 can be located in multiple geofenced areas, additional context information can be used to determine in which geofenced area mobile device 200 is located. Based on an accuracy of the latitude and longitude coordinates, or a pattern of movement of mobile device 200, or both, mobile device 200 can select one or more geofences from the multiple geofences and perform one or more tasks that correspond to the selected geofences.

In some implementations, a horizontal accuracy can be used to select a geofence. The horizontal accuracy can be an accuracy associated with a longitude coordinate and a latitude coordinate of the mobile device. The horizontal accuracy can vary (e.g., can be coarse, medium, or fine). The horizontal accuracy can be a selection criterion associated with a geofence. For example, mobile device 200 can be a mobile device that uses cell triangulation to determine coarse location 212 of mobile device 200. A coarse location can be latitude and longitude coordinates with a specified horizontal accuracy (e.g., an error margin that is greater than a threshold value of 20 meters). In FIG. 2, coarse location 212 can intersect multiple geofences (e.g., geofence 202, 204, 206, 208, and 210). A location intersects a geofence when at least a portion of an area enclosed by the geofence is located within an area defined by the latitude and longitude coordinates and the horizontal accuracy of the location. A size of the area defined by the latitude and longitude coordinates and the horizontal accuracy of the location can be referred to as a size of the location. When the location is coarse, mobile device 100 can select one or more geofences at least partially based on sizes of the geofences and the size of the location. For example, mobile device can select one or more geofences 202 and 204 that completely enclose location 212. Considering the horizontal accuracy, mobile device 200 can have a high confidence that mobile device 200 is located in geofences 202 and 204. Thus, for example, mobile device 200 can display content related to “San Francisco” or to “Financial District” of San Francisco. In some implementations, mobile device 200 can select a geofence (e.g., geofence 204) that is a smallest geofence that completely encloses location 212. Thus, for example, mobile device 200 can display content related to “Financial District” of San Francisco.

In some implementations, mobile device 200 can obtain fine location 214 of mobile device 200. Fine location 214 can be a location that has a specified horizontal accuracy (e.g., an error margin that is at or below a threshold value of 20 meters). The threshold value can vary. For example, in a downtown area, the threshold value can be set to a value that is smaller than the threshold value set for a rural area. To determine whether a geographic region is a downtown area or a rural area, mobile device 200 (or a server remotely connected to mobile device 200) can calculate a number of intersecting geofences in the geographic region. The threshold value in the geographic region can be inversely proportional to the number intersecting geofences.

When the location of mobile device 200 is a fine location (e.g., fine location 214), mobile device 200 can use a pattern

of movement to select a geofence that intersects fine location **214**. For example, if mobile device **200** travels at 25 mph following motion path **218**, the direction of travel can correspond to a bearing of Bush Street, mobile device **200** can select geofence **206** that corresponds to Bush Street. If mobile device **200** travels at 25 mph following motion path **216**, mobile device **200** can select a geofence in which the speed and direction of travel is allowable (e.g., a geofence corresponding to Kearney Street, which perpendicularly intersects Bush Street). Mobile device **200** can use the travel direction to override the determined location (e.g., location **214**). For example, when location **214** does not intersect the geofence corresponding to Kearney Street, and Kearney Street is the only street in the vicinity of location **214** where the travel speed and direction are allowable, mobile device **200** can select the geofence corresponding to Kearney Street despite the determined location **214**.

In some implementations, mobile device **200** can select a geofence based on an altitude of mobile device **200**. For example, according to location **214**, mobile device **200** can be located either in the area enclosed by geofence **208** corresponding to "Sam's Grill and Seafood" or in the area enclosed by geofence **206** corresponding to Bush Street. Mobile device **200** can be traveling at between 0 to 1 miles an hour (e.g., a user of mobile device **200** is either stationary or walking slowly), which is allowable (e.g., satisfies a selection criterion) for both geofence **206** and geofence **208**. Mobile device **200** can determine that an altitude of mobile device **200** is, with a vertical accuracy, five meters above street level of a section of Bush Street proximate to location **214**. According to selection criteria specified for geofences **206** and **208**, the five-meter elevation is not allowable for geofence **206**, but allowable for geofence **208** (which encloses a multi-story low-rise building). Mobile device **200** can select geofence **208** as a current geofence, and determine that mobile device **200** is located the area enclosed by geofence **208**. Accordingly, mobile device **200** can display content related to "Sam's Grill and Seafood" restaurant.

In some implementations, mobile device **200** can select a geofence based on a vertical speed of mobile device **200**. For example, according to location **214**, mobile device **200** can be located in the area enclosed by geofence **210** corresponding to "Singapore Airlines" or in the area enclosed by geofence **208** corresponding to "Sam's Grill and Seafood." Mobile device **200** is stationary horizontally. Mobile device **200** can determine that an altitude of mobile device **200** is, with a vertical accuracy, five meters above street level of Bush Street at location proximate to location **214**. The five-meter elevation is allowable in both geofence **208** that encloses a low-rise building and geofence **210** that encloses a high-rise building. Mobile device **200** can further determine that mobile device **100** has traveled at a vertical speed of five meters per second upwards in the last few seconds. The determination can be made using triangulation of WiFi™ access points between floors of a building. Based on the vertical travel speed, mobile device **200** can determine that mobile device **200** is located in a high-rise building that has a high-speed elevator. Accordingly, mobile device **200** can select geofence **210** as a current geofence, inside of which mobile device **200** is located. Information related to Singapore Airlines that correspond to geofence **210** can be displayed on a display screen of mobile device **200**.

Exemplary Components for Systems Implementing Context-Based Reverse Geocoding

FIG. 3A is a block diagram illustrating subsystems of exemplary mobile device **300** implementing techniques of

context-based reverse geocoding. Mobile device **300** can be a mobile device such as mobile device **100** of FIG. 1. Mobile device **300** can include application subsystem **302**, baseband subsystem **320**, wireless local area network (WLAN) subsystem **330**, and GPS subsystem **340**. Application subsystem **302** can be configured to perform traditional computer functions, such as executing application programs, storing various data, and displaying digital images. Application subsystem **302** can include application processor **304** and application operating system **306**. Baseband subsystem **320** and WLAN subsystem **330** can be used additional to or as alternatives of GPS subsystem **340** for determining a current location of mobile device **300**.

Baseband subsystem **320** can include a baseband processor, cellular transceiver **322**, and baseband operating system **324** that manages various functions of baseband subsystem **320**. Baseband subsystem **320** can be configured to monitor a current cell ID. Monitoring a current cell ID can include detecting that a current cell ID has changed. Baseband subsystem **320** can notify application subsystem **302** when a current cell ID changes. Baseband subsystem **320** can be configured to submit the current cell ID to application subsystem **302** upon receiving a request from application subsystem **302**.

When application subsystem **302** receives the current cell ID from baseband subsystem **320**, application subsystem **302** can determine a cell location using cell location calculator **308**. A cell location can be a location calculated statistically based on usage information, e.g., location mobile devices that are, or have been, connected to a cell tower. A cell location need not correspond precisely to a size or shape of an actual cell. Cell location calculator **308** can query cell location data store **314** using the received current cell ID and retrieve a cell location associated with the received current cell ID. Cell location data store **314** can store cell locations, associating cell IDs. Cell location data store **314** can reside on mobile device **300**, reside on a server remotely, or be distributed among various mobile devices and servers.

If cell location calculator **308** fails to retrieve a cell location corresponding to the received current cell ID, cell location calculator **308** can request an update from a remote server through a communications network using a cell information update request. The request can include the received current cell ID, and can be made through data communication functions of baseband subsystem **320** or data communication functions of WLAN subsystem **330**. If the server fails to respond, or the response fails to identify a cell location corresponding to the received current cell ID, mobile device **300** can determine a current location using a WLAN location. A WLAN location can be a location determined by triangulating a location of various wireless access points in a WLAN.

WLAN subsystem **330** can include a WLAN processor, wireless transceiver **334**, and WLAN operating system **332** that manages various functions of WLAN subsystem **330**. WLAN subsystem **330** can be configured to scan wireless communication channels to detect access points that are located within a communication range of mobile device **300**. Detecting the access points can include detecting media access control (MAC) addresses associated with the access points. WLAN subsystem **330** can be configured to submit the detected MAC addresses to application subsystem **302** upon receiving a request from application subsystem **302**.

When application subsystem **302** receives the MAC addresses from WLAN subsystem **330**, application subsystem **302** can determine a WLAN location using WLAN location calculator **312**. WLAN location calculator **312** can query access point location data store **316** using the received

MAC addresses, and retrieve one or more access point locations. Access point location data store **316** can store access point locations associated with the MAC addresses. Access point location data store **316** can reside on mobile device **300**, reside on a server remotely, or be distributed among various mobile devices and servers.

If WLAN location calculator **312** fails to retrieve an access point location corresponding to a MAC address, WLAN location calculator **312** can request an update from a remote server through a communications network using an access point information update request. The request can include the received MAC addresses, and can be made through data communication functions of baseband subsystem **320** or data communication functions of WLAN subsystem **330**.

WLAN location calculator **312** can determine a WLAN location of mobile device **300** using the access point locations retrieved from access point location data store **316**. Determining the WLAN location can include triangulating the WLAN location from the access point locations. Alternatively or additionally, WLAN location calculator **312** can determine the WLAN location of mobile device **300** using an iterative process that triangulates a most likely location. Mobile device **300** can determine a current location using a tiered approach. For example, mobile device **300** can attempt to determine a current location using a GPS subsystem **340**. If a location cannot be determined (e.g., due to poor quality of GPS signal), mobile device **300** can attempt to determine the current location using WLAN subsystem **330**. If no wireless access points for triangulation are detectable, mobile device **300** can attempt to determine the current location using baseband subsystem **320**. Mobile device **300** can determine the current location using a combination of GPS subsystem **340**, WLAN subsystem **330**, and baseband subsystem **320**. A horizontal accuracy of latitude and longitude coordinates using one subsystem (e.g., GPS subsystem **340**) can be weighed differently from that of a location determined by another subsystem (e.g., baseband subsystem **320**).

Application subsystem can include pattern calculator **310**. Pattern calculator **310** can be used to determine a pattern of movement of mobile device **300**. Mobile device **300** can poll current locations of mobile device **300** periodically, based on one or more of cell ID tracking, wireless access point positioning (e.g., by triangulating wireless access points), and GPS. The polling can be performed at variable intervals. The intervals can vary based on a current speed of mobile device **300**. For example, the interval (e.g., time period until a next poll) can be inversely proportional to the speed at which mobile device **300** travels. In some implementations, the speed can be determined using the distance traveled during last *n* polls (e.g., the last two polls) and the time that elapsed between the last *n* polls. The interval can have a lower limit (e.g., ten minutes) that determines a maximum frequency of the polling (e.g., polls at most every ten minutes). The locations polled (including latitude and longitude coordinates) as well as the current speed can be stored in location history data store **350** for calculation in a next poll. Travel direction can also be determined using the locations stored in location history data store **350**. Pattern calculator can also calculate a movement consistency based on the stored locations. Movement consistency can be used to measure a frequency of speed change. If mobile device **300** changes speed at a rate that exceeds a threshold, the change can indicate mobile device **300** has arrived at a destination or has departed a particular place. Mobile device **300** can select a geofence that is different from a current geofence in response.

FIG. 3B is a block diagram illustrating subsystems of exemplary server **360** implementing techniques of context-

based reverse geocoding. Server **360** can include one or more processors, and one or more storage devices that can store instructions for performing context-based reverse geocoding. Server **360** can include, or be connected to, geofence data store **362**. In some implementations, geofence data store **362** can be distributed among multiple servers or between server **360** and mobile devices. For example, mobile device **300** of FIG. 3A can store a portion of data geofence data store **362**.

Geofence data store **362** can store one or more geofences, including geometry of the geofences (e.g., the vertices) and selection criteria of the geofences. The selection criteria can include conditions for allowing a mobile device to virtually enter or exit areas enclosed by the geofences. The selection criteria can include, for example, a traveling speed or a range of traveling speeds, a traveling direction, a consistency of movement, one or more last known locations, etc. The selection criteria can be matched against a pattern of movement of the mobile device for determining whether the mobile device can enter the geofence.

Server **360** can include data collection subsystem **370**. Data collection subsystem **370** can be used to populate geofence data store **362**. Data collection subsystem **370** can include geographic definition component **372** that can be used to specify geometry of the geofences of geofence data store **362**. For example, geographic definition component **372** can receive, from one or more mobile devices, a user defined geofence or an automatically defined. The geofence can be any closed geometric shape (e.g., a circle, an ellipse, a polygon, or a free-style shape) that is drawn by the user.

Data collection subsystem **370** can include geofence criteria builder **374**. Geofence criteria builder **374** can be used to define selection criteria associated with the geofence. The selection criteria can be specified by a user. For example, based on a user input, geofence criteria builder **374** can specify that only mobile devices that have entered a first geofenced area (e.g., a registration area) in a particular time period (e.g., less than an hour ago) are allowed to enter a second geofenced area (e.g., a conference room) where the mobile devices can receive specific content related to the second geofence (e.g., a meeting agenda). Mobile devices that have not entered the first geofenced area, although physically present in the geographic area enclosed by the second geofence, can be virtually denied entry into the second geofenced area and denied the content. The selection criteria can include requirements that a mobile device needs to travel a trajectory (e.g., to cross a series of first geofences in sequence) before being allowed to enter the second geofence.

In some implementations, geofence criteria builder **374** can attach selection criteria to a geofence based on historical data received from one or more mobile devices. Server **360** can receive multiple locations and contexts including patterns of movement of the mobile devices. The patterns of movement can be attached to a particular geofence when the patterns are frequently present when the mobile devices are in the geofence. For example, if most mobile devices in a particular geofence associated with a street travel between 35 mph and 50 mph, bearing either 90 degrees (east) or 270 degrees (west), the speeds 35 mph and 50 mph and the bearings 90 and 270 degrees can be added as selection criteria for the particular geofence.

Server **360** can include data distribution subsystem **390**. Data distribution subsystem **390** can include request receiver **392** that can include hardware and software for receiving a request from a mobile device. The request can be passed to geofence selection subsystem **380**. Geofence selection subsystem **380** can include geofence locator **382**. Geofence locator **382** can retrieve one or more geofences from geofence

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data store **362** based on location. When no other context information are available, geofence locator **382** can select one or more retrieved geofences to send to the requesting mobile device based on specified default selection criteria (e.g., popularity of the geofences).

Geofence selection subsystem **380** can include context analyzer **384**. When context information (e.g., a pattern of movement) is associated with a request, context analyzer **384** can analyze the received context, including comparing the pattern to the selection criteria of the geofences retrieved by the geofence locator **382**. Context analyzer **384** can select one or more geofences based on the comparison.

Server **360** can include, or be connected to, content data store **364**. Content data store **364** can store content that is related to the geofences. In some implementations, the content can be generated dynamically by server **360** or by other content-generating sources. The content related to the selected geofence can be provided to the requesting mobile device using result transmitter **394** of data distribution subsystem **390**.

FIG. 4 illustrates an exemplary interaction between mobile device **400** and server **420**. Server **420** can be a server such as server **360** of FIG. 3B. Mobile device **400** can be a mobile device such as mobile device **100** of FIG. 1. Mobile device **400** can request an update of location identifiers (e.g., cell IDs or MAC addresses of wireless access points) stored in cell location data store **314** or access point location data store **316**. The request can be sent to server **420** when mobile device **400** is located in a place (e.g., cell **402**) whose location mobile device **400** does not know.

Mobile device **400** can transmit request **404** to a server **420** through network **410** to request location identifiers that include a location identifier (e.g., a current cell ID) of a current wireless communications gateway (e.g., a cell tower). Request **404** can include current location information as well as the type of location identifiers requested. The current location information can include, for example, one or more of current cell ID, current location area code (LAC), current mobile network code (MNC), and current mobile country code (MCC). The type of location identifiers can include identifying whether mobile device **400** seeks identifiers of wireless access points, cell IDs, LACs, MNCs, or MCCs.

Upon receiving request **404**, server **420** can identify one or more location identifiers from gateway data store **422** to be transmitted to mobile device **400**. Identifying the location identifiers from gateway data store **422** can include, for example, identifying some or all cell IDs corresponding to the LAC or MCC in request **404**. The identified location identifiers, as well as locations associated with the location identifiers, can be transmitted to mobile device **400** in response **406**.

Mobile device **400** can retrieve an identifier of a geofence and information related to the geofence from server **420** using request **404**. Request **404** can include a current location of mobile device **400**. The current location can include latitude, longitude, and optionally, altitude coordinates, as well as horizontal accuracy (e.g., an error margin of the latitude and longitude) and vertical accuracy (e.g., an error margin of the altitude). Request **404** can include context of the current location (e.g., a pattern of movement of mobile device **400**).

Upon receiving the current location and context of the current location from mobile device **400**, server **420** can identify one or more geofences from geofence data store **424**. Identifying the geofences from geofence data store **424** can include a multi-stage process. Server **420** can retrieve all geofences in which mobile device **400** can possibly be located based on the latitude, longitude, and optionally, altitude coordinates. Server **420** can filter the retrieved geofences based on

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the horizontal accuracy and vertical accuracy. Server **420** can further select one or more geofences from the filtered geofences as current geofences of mobile device **400** based on the context.

Geofence data store **424** can store various specifications of the geofences. The specifications can include coordinates of the vertices of the polygons that constitute the geofences, selection criteria of the geofences that can be matched to a pattern or movement of a mobile device or used to exclude a pattern or movement of a mobile device, as well as content related to the geofence or references to content that is related to the geofence. The specifications of the geofences can be configured by one or more users. Server **420** can provide to mobile device **400**, in response **406**, content that is related to a geofence that has been selected. In some implementations, geofence data store **424** can be stored in a distributed system that includes one or more server computers and one or more mobile devices. At least a portion of geofence data store **424** can be stored on mobile device **400**.

Exemplary Data Structures Used in Context-Based Reverse Geocoding

FIGS. 5A and 5B illustrate exemplary data structures used in context-based reverse geocoding. For convenience, the data structures will be described in reference to a relational database using terms such as tables, data fields and keys. The data structures described in FIGS. 5A and 5B can be implemented using any technology, for example, a relational database, an object-oriented database, an R-tree data structure serialized as flat file, etc.

FIG. 5A illustrates exemplary data structure **500** that can be used to store geofences whose specifications include speed requirements. Table **502** can be a path table that includes a name (e.g., "Hwy 101") of a path (e.g., a freeway), which can include one or more segments. Path table **502** can be linked to path segment table **504** using key "path ID." Path segment table **504** can store segments of a path (e.g., a section of Highway 101). A segment of a path can correspond to a geofence that includes one or more polygons. Path segment table **504** can be linked to polygon table **506** through a polygon identifier (polygon ID). Polygon table **506** can store vertices of one or more polygons that constitute the geofence. Path segment table **504** can be linked to headings table **508** through key "heading." Heading table **508** can include one or more bearings or travel directions permitted on the path segment at which movements are permitted (e.g., 45 degrees from north). A bearing can have a tolerance (e.g., plus or minus 10 degrees). The tolerance can be specific to the path segment.

Path segment table **504** can include data fields that contain other information related to each path segment. Some examples of these data fields can be path segment name (e.g., "Bay Shore Freeway South" for a section of "Hwy 101"), a speed limit (e.g., 65 mph), a speed limit tolerance that can specify a range of speed within which range a speed-based geofence determination can be made. For example, a speed limit tolerance for "Bay Shore Freeway" can specify that a selection criterion is satisfied if a speed of the mobile device is between 45 mph and 150 mph. If a mobile device travels below 45 mph, the mobile device can be traveling on a surface street. If a mobile device travels above 150 mph, the mobile device can be traveling in an airplane whose path coincide with "Hwy 101." In these situations, other pattern of movement can be used to determine whether the mobile device is located in the geofence. Path segment table **504** can be linked to content table using a content identifier (content ID). The

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content table can include static or dynamic content to be delivered to a mobile device if the mobile device is located in a geofence that encloses the path segment of path segment table 504.

FIG. 5B illustrates exemplary data structure 530 that can be used to store geofences. Geofence table 530 can store specifications of one or more geofences. A geofence can include one or more polygons. The polygons can be stored in polygon table 534. The polygon table can be linked to geofence table 530 using a polygon ID. A geofence can include multiple discrete polygons. For example, a geofence can specify “city parks” which can include multiple polygons each enclosing a separate city park. A geofence can be a polygon that includes one or more holes. For example, a geofence can specify “Mountain Time Zone” which can include the Mountain Time Zone states of the United States, with a hole that corresponds to Navajo Nation (in Arizona) carved out. Polygon table 534 can store the multiple polygons as positive polygons or negative polygons (e.g., the holes) and distinguish the negative polygons, for example, by storing the vertices clockwise or counter clockwise.

Geofence table 530 can include a polygon size data field, which can store a size of the geographic area enclosed by the geofence. The size can be calculated from the polygon or polygons stored in polygon table 534. The size can be used to compare with a size of a location (including horizontal accuracy) of a mobile device. In some implementations, a geofence is selected if the size of the geofence is in a same size category as the size of the location. A size category can include a range of sizes that are in the same magnitude. For example, a first size category can be one to 1000 square meters; a second size category can be 1000 square meter to one square kilometer, etc.

Geofence table 530 can include a motion pattern ID that links to motion pattern table 536. Motion pattern table 536 can store data that describes what motion pattern can fit geofence 532. The motion pattern can include speed, direction, trajectory, and consistency. In some implementations, the motion pattern can include a trajectory. The trajectory can include a previous location of the mobile device. Mobile devices coming to a particular geographic region from different places can enter different but overlapping geofences. For example, an “inbound international flight connection at SFO” geofence corresponding to San Francisco International Airport (SFO) can have a selection criterion specifying that only a mobile device whose last known location is outside of the United States can enter the geofence. An “outbound international flight connection at SFO” may not have such a selection criterion.

Geofence table 530 can be linked to content table 538 through a content ID data field. Content table 538 can store content or reference to content that can be provided to a mobile device that is inside the geofence. The content can include, for example, economic information related to the geographic feature enclosed by the geofence, population of a defined area (e.g., in a postal code, a congressional district, or a township) enclosed by the geofence, historical data, time zone, etc.

Exemplary Processes of Context-Based Reverse Geocoding

FIGS. 6A-6C are flowcharts illustrating exemplary processes of context-based reverse geocoding. FIG. 6A is a flowchart illustrating exemplary process 600 of context-based reverse geocoding. Process 600 can be executed on a mobile device (e.g., mobile device 100 of FIG. 1).

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The mobile device can determine (602) a first location (e.g., a coarse location) of the mobile device. The coarse location can be determined using GPS, triangulation of wireless access points, or triangulation of cell towers of a cellular communications network. The coarse location can be represented as a circle having a center and a radius. The center can be defined by coordinates that include a latitude, a longitude, and optionally an altitude. The radius can correspond to a horizontal accuracy of the coarse location. The circle can intersect a first geofence and a second geofence. The first geofence can correspond to an interstate highway. The second geofence can correspond to a frontage road that is located in proximity with and runs parallel to the interstate highway.

The mobile device can calculate (604) a traveling speed and direction of the mobile device. Based on the calculated traveling speed and direction, the mobile device can select (606) one of the first geofence and the second geofence. If the calculated traveling speed satisfies a threshold speed specified in a selection criterion associated with first geofence that corresponds to the interstate highway, the mobile device can select the first geofence. Otherwise, the mobile device can select the second geofence. The mobile device can determine (608) a second location (e.g., a refined location) of the mobile device based on an intersection between the coarse location and the selected geofence. The mobile device can display (610) the second location on a display screen of the mobile device.

FIG. 6B is a flowchart illustrating exemplary process 620 of context-based reverse geocoding. Process 620 can be executed on a server (e.g., server 360 of FIG. 3B).

The server can receive (622) a current location of a mobile device and a context of the current location. The current location of the mobile device can include a latitude, a longitude, and optionally, an altitude of the mobile device. The current location can be a point defined by the latitude, longitude, and altitude, an area including the point and having a size corresponding to an accuracy (e.g., a horizontal accuracy) of the current location, or a space including the point and having a size corresponding to a horizontal accuracy and a vertical accuracy of the current location. The accuracy (horizontal accuracy or vertical accuracy) can be determined by the mobile device when the mobile device calculates the current location, or by the server based on characteristics of a technology used for determining the current location. The context can include an identifier of the technology used (e.g., GPS, WLAN triangulation, or cell triangulation). The server can specify an accuracy for each of the technologies. For example, an accuracy specified for GPS technology can include a 30-meter horizontal accuracy and a 30-meter vertical accuracy. An accuracy specified for cell triangulation technology can include a one kilometer horizontal accuracy and infinite vertical accuracy. The value of an accuracy for a technology can measure the least amount of error obtainable using the technology.

The geofence of stage 622 can include one or more polygons or curved shapes (e.g., circles or ellipses). The geofence can be associated with various functions that can be performed on a mobile device if the mobile device is located inside the geofence. For example, an application program can be associated with a geofence. If a mobile device enters the geofence, the application program can be invoked or notified on the mobile device. In some implementations, the geofence can include vertices of a three-dimensional space. For example, the geofences can include eight vertices of a rectangular prism that encloses one or more floors of a building.

The context received in stage 622 can include a pattern of movement of the mobile device. The pattern of movement can

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include at least one of a speed of movement of the mobile device, a trajectory of the mobile device, and a moving direction of the mobile device. The trajectory of the mobile device can include a series of one or more geofences that the mobile device has visited previously, or a series of locations that the mobile device has visited previously. The trajectory can include time information associated with the visited geofences. The trajectory can include one or more geofences that, based on the current travel speed and direction, the mobile device is projected to visit within a threshold of time.

The server can identify (624), from multiple geofences, two or more geofences intersecting the current location. Identifying the geofences can include determining that the two or more geofences intersect the current location using various clipping algorithms. Some example clipping algorithms include Weiler-Atherton clipping algorithm and Sutherland-Hodgman clipping algorithm.

The server can select (626) a geofence from the two or more geofences using the context. Selecting the geofence using the context can include comparing the pattern of movement in the context with one or more selection criteria of the two or more geofences. Selecting the geofence using the context can include matching a pattern of movement of the mobile device with historical patterns of movements of various mobile devices that have been associated with the geofence as selection criteria. The server can identify one or more historical movement patterns of mobile devices in each of the two or more geofences. The server can calculate match scores measuring matches between the historical movement patterns to the pattern of movement of the mobile device in the context, and select a geofence based on the match scores. For example, the server can select a geofence that has the highest match score. Selecting the geofence from the two or more geofences using the context can deny virtual entry of the mobile device into a geofence having a specified selection criterion when the mobile device is physically located in a geographic area enclosed by the geofence having the specified selection criterion when the pattern of movement in the context fails to meet the specified selection criterion.

In some implementations, selecting the geofence in stage 626 can include selecting a geofence based on fence size and the pattern of movement of the mobile device. The server can identify a fence size for each of the two or more geofences. The fence size of a geofence can be an area of a geographic location enclosed in the geofence. The server can calculate match scores measuring matches between the fence sizes and the pattern of movement of the mobile device. The server can select the geofence based on the match scores. For example, the server can specify a fence size that is proportional to a traveling speed of the mobile device, and select a geofence whose fence size is closest to the specified fence size. Thus, the faster a mobile device travels, the larger the selected geofence.

The server can determine (628) that the mobile device is located in a geofenced area enclosed by the selected geofence. In some implementations, each of the two or more geofences can be associated with an address. Determining that the mobile device is located in the geofenced area enclosed by the selected geofence can include determining that the mobile device is located at the address associated with the geofence. The address can be a neighborhood name, a street name, a landmark name (e.g., a name of a mountain), a postal code, a political district, or a business address of a commercial entity.

The server can provide (630) an intersection of the current location of the mobile device and the geofenced area enclosed in the selected geofence as a refined current location of the

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mobile device to the mobile device for display. The server can provide content related to the selected geofence to the mobile device.

FIG. 6C is a flowchart illustrating exemplary process 640 of context-based reverse geocoding. Process 640 can be executed on a mobile device (e.g., mobile device 100 of FIG. 1).

The mobile device can determine (642) a current location of the mobile device and a context of the current location. The current location can have a size corresponding to an accuracy of the current location. The context can include a pattern of movement of the mobile device and a horizontal accuracy of the current location.

The mobile device can identify (644) two or more geofences intersecting the current location. Identifying the two or more geofences intersecting the current location can include identifying the two or more geofences from multiple geofences stored in a geofence data store that is included in or connected to the mobile device. The multiple geofences can be received from a server.

The mobile device can select (646) a geofence from the two or more geofences using the context. Selecting the geofence can include analyzing the pattern of movement of the mobile device and determining whether the pattern of movement of the mobile device satisfies a selection criterion of the geofence. Selecting the geofence can include selecting the geofence based on the horizontal accuracy of the current location. The horizontal accuracy can be determined using various technologies. The technologies can include a GPS, triangulation using locations of wireless access points of a WLAN, and triangulation using locations of cell towers of a cellular communications network. Each technology can be associated with a specified horizontal accuracy. For example, a technology can be associated with a coarse, medium, or fine accuracy, each accuracy corresponding to a value (e.g., measured in meters). The accuracy can be the selection criterion of the geofence. Selecting the geofence can include selecting the geofence based on a combination of the horizontal accuracy of the current location and the pattern of movement of the mobile device.

The mobile device can determine (648) that the mobile device is located inside the selected geofence. The mobile device can request (650), from a server, content related to the geofence for display on the mobile device.

Exemplary Mobile Device Architecture

FIG. 7 is a block diagram of an exemplary architecture 700 for a mobile device implementing the features and operations of context-based reverse geocoding. A mobile device (e.g., mobile device 100) can be, for example, a handheld computer, a personal digital assistant, a cellular telephone, an electronic tablet, a network appliance, a camera, a smart phone, an enhanced general packet radio service (EGPRS) mobile phone, a network base station, a media player, a navigation device, an email device, a game console, or a combination of any two or more of these data processing devices or other data processing devices.

Mobile device 100 can include memory interface 702, one or more data processors, image processors and/or processors 704, and peripherals interface 706. Memory interface 702, one or more processors 704 and/or peripherals interface 706 can be separate components or can be integrated in one or more integrated circuits. Processors 704 can include application processors (APs) and baseband processors (BPs). The

various components in mobile device **100**, for example, can be coupled by one or more communication buses or signal lines.

Sensors, devices, and subsystems can be coupled to peripherals interface **706** to facilitate multiple functionalities. For example, motion sensor **710**, light sensor **712**, and proximity sensor **714** can be coupled to peripherals interface **706** to facilitate orientation, lighting, and proximity functions of the mobile device. Location processor **715** (e.g., GPS receiver) can be connected to peripherals interface **706** to provide geopositioning. Electronic magnetometer **716** (e.g., an integrated circuit chip) can also be connected to peripherals interface **706** to provide data that can be used to determine the direction of magnetic North. Thus, electronic magnetometer **716** can be used as an electronic compass. Accelerometer **717** can also be connected to peripherals interface **706** to provide data that can be used to determine change of speed and direction of movement of the mobile device.

Camera subsystem **720** and an optical sensor **722**, e.g., a charged coupled device (CCD) or a complementary metal-oxide semiconductor (CMOS) optical sensor, can be utilized to facilitate camera functions, such as recording photographs and video clips.

Communication functions can be facilitated through one or more wireless communication subsystems **724**, which can include radio frequency receivers and transmitters and/or optical (e.g., infrared) receivers and transmitters. The specific design and implementation of the communication subsystem **724** can depend on the communications network(s) over which a mobile device is intended to operate. For example, a mobile device can include communication subsystems **724** designed to operate over a GSM network, a GPRS network, an EDGE network, a Wi-Fi or WiMax network, and a Bluetooth network. In particular, the wireless communication subsystems **724** can include hosting protocols such that the mobile device can be configured as a base station for other wireless devices.

Audio subsystem **726** can be coupled to a speaker **728** and a microphone **730** to facilitate voice-enabled functions, such as voice recognition, voice replication, digital recording, and telephony functions.

I/O subsystem **740** can include touch screen controller **742** and/or other input controller(s) **744**. Touch-screen controller **742** can be coupled to a touch screen **746** or pad. Touch screen **746** and touch screen controller **742** can, for example, detect contact and movement or break thereof using any of a plurality of touch sensitivity technologies, including but not limited to capacitive, resistive, infrared, and surface acoustic wave technologies, as well as other proximity sensor arrays or other elements for determining one or more points of contact with touch screen **746**.

Other input controller(s) **744** can be coupled to other input/control devices **748**, such as one or more buttons, rocker switches, thumb-wheel, infrared port, USB port, and/or a pointer device such as a stylus. The one or more buttons (not shown) can include an up/down button for volume control of speaker **728** and/or microphone **730**.

In one implementation, a pressing of the button for a first duration may disengage a lock of the touch screen **746**; and a pressing of the button for a second duration that is longer than the first duration may turn power to mobile device **100** on or off. The user may be able to customize a functionality of one or more of the buttons. The touch screen **746** can, for example, also be used to implement virtual or soft buttons and/or a keyboard.

In some implementations, mobile device **100** can present recorded audio and/or video files, such as MP3, AAC, and

MPEG files. In some implementations, mobile device **100** can include the functionality of an MP3 player, such as an iPod™ Mobile device **100** may, therefore, include a pin connector that is compatible with the iPod. Other input/output and control devices can also be used.

Memory interface **702** can be coupled to memory **750**. Memory **750** can include high-speed random access memory and/or non-volatile memory, such as one or more magnetic disk storage devices, one or more optical storage devices, and/or flash memory (e.g., NAND, NOR). Memory **750** can store operating system **752**, such as Darwin, RTXC, LINUX, UNIX, OS X, WINDOWS, or an embedded operating system such as VxWorks. Operating system **752** may include instructions for handling basic system services and for performing hardware dependent tasks. In some implementations, operating system **752** can include a kernel (e.g., UNIX kernel).

Memory **750** may also store communication instructions **754** to facilitate communicating with one or more additional devices, one or more computers and/or one or more servers. Memory **750** may include graphical user interface instructions **756** to facilitate graphic user interface processing; sensor processing instructions **758** to facilitate sensor-related processing and functions; phone instructions **760** to facilitate phone-related processes and functions; electronic messaging instructions **762** to facilitate electronic-messaging related processes and functions; web browsing instructions **764** to facilitate web browsing-related processes and functions; media processing instructions **766** to facilitate media processing-related processes and functions; GPS/Navigation instructions **768** to facilitate GPS and navigation-related processes and instructions; camera instructions **770** to facilitate camera-related processes and functions; magnetometer data **772** and calibration instructions **774** to facilitate magnetometer calibration. The memory **750** may also store other software instructions (not shown), such as security instructions, web video instructions to facilitate web video-related processes and functions, and/or web shopping instructions to facilitate web shopping-related processes and functions. In some implementations, the media processing instructions **766** are divided into audio processing instructions and video processing instructions to facilitate audio processing-related processes and functions and video processing-related processes and functions, respectively. An activation record and International Mobile Equipment Identity (IMEI) or similar hardware identifier can also be stored in memory **750**. Memory **750** can include reverse geocoding instructions **776** that can be used to determine a current location of mobile device **100**, determine a context of the current location, submitting the current location and the context to a server to request geofence information or determining locally a geofence in which mobile device **100** is located.

Each of the above identified instructions and applications can correspond to a set of instructions for performing one or more functions described above. These instructions need not be implemented as separate software programs, procedures, or modules. Memory **750** can include additional instructions or fewer instructions. Furthermore, various functions of the mobile device may be implemented in hardware and/or in software, including in one or more signal processing and/or application specific integrated circuits.

Exemplary Operating Environment

FIG. 8 is a block diagram of an exemplary network operating environment **800** for mobile devices implementing the features and operations of context-based reverse geocoding. Mobile devices **802a** and **802b** can be mobile device such as

mobile device **100** of FIG. 1. Mobile devices **802a** and **802b** can, for example, communicate over one or more wired and/or wireless networks **810** in data communication. For example, a wireless network **812**, e.g., a cellular network, can communicate with a wide area network (WAN) **814**, such as the Internet, by use of a gateway **816**. Likewise, an access device **818**, such as an 802.11g wireless access device, can provide communication access to the wide area network **814**.

In some implementations, both voice and data communications can be established over wireless network **812** and the access device **818**. For example, mobile device **802a** can place and receive phone calls (e.g., using voice over Internet Protocol (VoIP) protocols), send and receive e-mail messages (e.g., using Post Office Protocol 3 (POP3)), and retrieve electronic documents and/or streams, such as web pages, photographs, and videos, over wireless network **812**, gateway **816**, and wide area network **814** (e.g., using Transmission Control Protocol/Internet Protocol (TCP/IP) or User Datagram Protocol (UDP)). Likewise, in some implementations, the mobile device **802b** can place and receive phone calls, send and receive e-mail messages, and retrieve electronic documents over the access device **818** and the wide area network **814**. In some implementations, mobile device **802a** or **802b** can be physically connected to the access device **818** using one or more cables and the access device **818** can be a personal computer. In this configuration, mobile device **802a** or **802b** can be referred to as a “tethered” device.

Mobile devices **802a** and **802b** can also establish communications by other means. For example, wireless device **802a** can communicate with other wireless devices, e.g., other mobile devices **802a** or **802b**, cell phones, etc., over the wireless network **812**. Likewise, mobile devices **802a** and **802b** can establish peer-to-peer communications **820**, e.g., a personal area network, by use of one or more communication subsystems, such as the Bluetooth™ communication devices. Other communication protocols and topologies can also be implemented.

The mobile device **802a** or **802b** can, for example, communicate with one or more services **830** and **840** over the one or more wired and/or wireless networks. For example, one or more location services **830** can determine one or more location identifiers of wireless access gateways (cell towers or wireless access points) and latitude and longitude coordinates associated with the location identifiers, and provide the one or more location identifiers to mobile devices **802a** and **802b** for determining current locations mobile devices **802a** and **802b** using the location identifiers. One or more geofence services **840** can receive a request from a mobile device, and use the location information and context of the location information to select one or more geofences for mobile devices **802a** and **802b**. The geofence services **840** can provide content related to the selected geofences to mobile devices **802a** and **802b**.

Geofence services **840** can, for example, provide user interface for users to create and configure geofences, select geofences for mobile devices **802a** and **802b** based on locations of mobile devices **802a** and **802b** and contexts of the locations, and provide content related to the selected geofences to mobile devices **802a** and **802b**.

Mobile device **802a** or **802b** can also access other data and content over the one or more wired and/or wireless networks. For example, content publishers, such as news sites, Really Simple Syndication (RSS) feeds, web sites, blogs, social networking sites, developer networks, etc., can be accessed by mobile device **802a** or **802b**. Such access can be provided by invocation of a web browsing function or application (e.g., a browser) in response to a user touching, for example, a Web object.

Exemplary Architecture of a Server for Context-Based Reverse Geocoding

FIG. 9 is a block diagram of an exemplary system architecture for implementing the features and operations of selective location determination on a server. Other architectures are possible, including architectures with more or fewer components. In some implementations, architecture **900** includes one or more processors **902** (e.g., dual-core Intel® Xeon® Processors), one or more output devices **904** (e.g., LCD), one or more network interfaces **906**, one or more input devices **908** (e.g., mouse, keyboard, touch-sensitive display) and one or more computer-readable mediums **912** (e.g., RAM, ROM, SDRAM, hard disk, optical disk, flash memory, etc.). These components can exchange communications and data over one or more communication channels **910** (e.g., buses), which can utilize various hardware and software for facilitating the transfer of data and control signals between components.

The term “computer-readable medium” refers to any medium that participates in providing instructions to processor **902** for execution, including without limitation, non-volatile media (e.g., optical or magnetic disks), volatile media (e.g., memory) and transmission media. Transmission media includes, without limitation, coaxial cables, copper wire and fiber optics.

Computer-readable medium **912** can further include operating system **914** (e.g., Mac OS® server, Windows® NT server), network communication module **916**, database interface **920**, data collection module **930**, data distribution module **940**, and location calculation subsystem **950**. Data collection module **930**, data distribution module **940**, and geofence selection module **950** can be used to implement functions context-based reverse geocoding. Operating system **914** can be multi-user, multiprocessing, multitasking, multithreading, real time, etc. Operating system **914** performs basic tasks, including but not limited to: recognizing input from and providing output to devices **906**, **908**; keeping track and managing files and directories on computer-readable mediums **912** (e.g., memory or a storage device); controlling peripheral devices; and managing traffic on the one or more communication channels **910**. Network communications module **916** includes various components for establishing and maintaining network connections (e.g., software for implementing communication protocols, such as TCP/IP, HTTP, etc.). Database interface **920** can include interfaces to one or more databases (e.g., gateway data store **422** and geofence data store **424**) on a file system. The data stores can be organized under a hierarchical folder structure, the folders mapping to directories in the file system. Data collection module **930** can collect location data of wireless access gateways, definition of one or more geofences, as well as information related to the geofences. Geofence selection module **940** can receive request for geofence information, select one or more geofences based on location information and context of the location information in the request, and identify content associated with the selected geofences. Data distribution module **950** can send information of the selected geofences and the identified content to a requesting device.

Architecture **900** can be included in any device capable of hosting a database application program. Architecture **900** can be implemented in a parallel processing or peer-to-peer infrastructure or on a single device with one or more processors. Software can include multiple software components or can be a single body of code.

The described features can be implemented advantageously in one or more computer programs that are executable on a programmable system including at least one pro-

grammable processor coupled to receive data and instructions from, and to transmit data and instructions to, a data storage system, at least one input device, and at least one output device. A computer program is a set of instructions that can be used, directly or indirectly, in a computer to perform a certain activity or bring about a certain result. A computer program can be written in any form of programming language (e.g., Objective-C, Java), including compiled or interpreted languages, and it can be deployed in any form, including as a stand-alone program or as a module, component, subroutine, a browser-based web application, or other unit suitable for use in a computing environment.

Suitable processors for the execution of a program of instructions include, by way of example, both general and special purpose microprocessors, and the sole processor or one of multiple processors or cores, of any kind of computer. Generally, a processor will receive instructions and data from a read-only memory or a random access memory or both. The essential elements of a computer are a processor for executing instructions and one or more memories for storing instructions and data. Generally, a computer will also include, or be operatively coupled to communicate with, one or more mass storage devices for storing data files; such devices include magnetic disks, such as internal hard disks and removable disks; magneto-optical disks; and optical disks. Storage devices suitable for tangibly embodying computer program instructions and data include all forms of non-volatile memory, including by way of example semiconductor memory devices, such as EPROM, EEPROM, and flash memory devices; magnetic disks such as internal hard disks and removable disks; magneto-optical disks; and CD-ROM and DVD-ROM disks. The processor and the memory can be supplemented by, or incorporated in, ASICs (application-specific integrated circuits).

To provide for interaction with a user, the features can be implemented on a computer having a display device such as a CRT (cathode ray tube) or LCD (liquid crystal display) monitor for displaying information to the user and a keyboard and a pointing device such as a mouse or a trackball by which the user can provide input to the computer.

The features can be implemented in a computer system that includes a back-end component, such as a data server, or that includes a middleware component, such as an application server or an Internet server, or that includes a front-end component, such as a client computer having a graphical user interface or an Internet browser, or any combination of them. The components of the system can be connected by any form or medium of digital data communication such as a communications network. Examples of communications networks include, e.g., a LAN, a WAN, and the computers and networks forming the Internet.

The computer system can include clients and servers. A client and server are generally remote from each other and typically interact through a network. The relationship of client and server arises by virtue of computer programs running on the respective computers and having a client-server relationship to each other.

A number of implementations of the invention have been described. Nevertheless, it will be understood that various modifications can be made without departing from the spirit and scope of the invention. For example, locations of a mobile device, when uncertainty is involved, are represented as circles in the figures. The actual shape of a location of the mobile device can have many geometric form (e.g., polygons, ellipses, or other shapes).

What is claimed is:

1. A method executed on a mobile device, comprising:
 - determining a first location of the mobile device, the first location including an area defined by a point and an error margin extending from the point, the point being represented by a latitude coordinate and a longitude coordinate, the error margin corresponding to a level of confidence that the mobile device is located in the area, the first location intersecting a first geographic area defined by a first geofence and a second geographic area defined by a second geofence,
 - each of the first geographic area and second geographic area corresponding to a geographic feature and being associated with one or more selection criteria that, if satisfied, indicate that the mobile device has entered the corresponding geofence;
 - calculating a traveling speed and direction of the mobile device; based on the calculated traveling speed and direction of the mobile device,
 - selecting one of the first geofence and the second geofence, including determining that the travelling speed and direction satisfy the one or more selection criteria of the selected geofence;
 - determining a second location of the mobile device based on the first location and the selected geofence, the second location including a portion of the first location that intersects the selected geofence; and
 - providing the second location and contextual information of the selected geofence for display on a display screen of the mobile device;
 wherein the one or more selection criteria include a speed limit of the mobile device traveling in the geographic area of the corresponding geofence.
2. The method of claim 1, comprising executing an application program associated with the selected geofence.
3. A method system comprising:
 - a mobile device; and
 - a non-transitory computer-readable storage medium storing instructions operable to cause the mobile device to perform operations comprising:
 - determining a first location of the mobile device, the first location including an area defined by a point and an error margin extending from the point, the point being represented by a latitude coordinate and a longitude coordinate, the error margin corresponding to a level of confidence that the mobile device is located in the area, the first location intersecting a first geographic area defined by a first geofence and a second geographic area defined by a second geofence,
 - each of the first geographic area and second geographic area corresponding to a geographic feature and being associated with one or more selection criteria that, if satisfied, indicate that and a context of the current location, the context including a pattern of movement of the mobile device has entered the corresponding geofence;
 - calculating a traveling speed and direction of the mobile device; based on the calculated traveling speed and direction of the mobile device, selecting one of the first geofence and the second geofence, including determining that the travelling speed and direction satisfy the one or more selection criteria of the selected geofence;
 - determining a second location of the mobile device based on the first location and the selected geofence, the second location including a portion of the first location that intersects the selected geofence; and
 - providing the second location and contextual information of the selected geofence for display on a display screen of the mobile device;

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wherein the one or more selection criteria include a speed limit of the mobile device traveling in the geographic area of the corresponding geofence.

4. The system of claim 3, where the first location has a size corresponding to a horizontal accuracy of the first location. 5

5. The system of claim 3, further including requesting, to a server, content related to the selected geofence for display on the mobile device.

6. The system of claim 3, wherein the one or more selection criteria include a speed limit of the mobile device traveling in the geographic area of the corresponding geofence. 10

7. A non-transitory computer-readable storage medium storing instructions operable to cause the mobile device to perform operations comprising:

determining a first location of the mobile device, the first location including an area defined by a point and an error margin extending from the point, the point being represented by a latitude coordinate and a longitude coordinate, the error margin corresponding to a level of confidence that the mobile device is located in the area, the first location intersecting a first geographic area defined by a first geofence and a second geographic area defined by a second geofence, 15 20

each of the first geographic area and second geographic area corresponding to a geographic feature and being

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associated with one or more selection criteria that, if satisfied, indicate that the mobile device has entered the corresponding geofence; calculating a traveling speed and direction of the mobile device; based on the calculated traveling speed and direction of the mobile device, selecting one of the first geofence and the second geofence, including determining that the travelling speed and direction satisfy the one or more selection criteria of the selected geofence;

determining a second location of the mobile device based on the first location and the selected geofence, the second location including a portion of the first location that intersects the selected geofence; and

providing the second location and contextual information of the selected geofence for display on a display screen of the mobile device;

wherein the one or more selection criteria include a speed limit of the mobile device traveling in the geographic area of the corresponding geofence.

8. The storage medium of claim 7, the operations comprising executing an application program associated with the selected geofence.

* * * * *

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 8,489,127 B2
APPLICATION NO. : 12/764057
DATED : July 16, 2013
INVENTOR(S) : Ronald Keryuan Huang et al.

Page 1 of 1

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

In the Claims

In Claim 3, column 22, line 35, delete "A method system" and insert -- A system --.

In Claim 3, column 22, line 52-53, delete "that and a context of the current location, the context including a pattern of movement of the" and insert -- that the --.

Signed and Sealed this
Twenty-fourth Day of September, 2013

A handwritten signature in cursive script, appearing to read "Teresa Stanek Rea".

Teresa Stanek Rea
Deputy Director of the United States Patent and Trademark Office